



GLOBAL WELLNESS
SUMMIT 2017



2017 SUMMIT MEDIA COVERAGE

OCTOBER 9-11 AT THE BREAKERS PALM BEACH, FLORIDA



SUMMIT REVIEW

Shooting for the moon

Spa professionals worldwide gathered at The Breakers in Palm Beach, Florida, for the Global Wellness Summit. Jane Kitchen shares the highlights

The 11th annual Global Wellness Summit took place at the historic Breakers hotel in Palm Beach, Florida, US, with a theme of 'Living a Well Life,' which brought a focus on preventative medicine, technology, and how wellness is incorporated into our everyday lives – from where we live to how we work. This year's Summit was the largest yet, with more than 600 delegates from 79

countries attending the event, with new representation from Monaco, Costa Rica and the Cayman Islands. Susie Ellis, GWS chair, opened the event by emphasising the global nature of the Summit, but also calling on the industry to look beyond the luxury marketplace. "Wellness is for everyone, and we have to care about people who might not be able to afford it," she said. "If we don't have wellness for everyone, then it's not really wellness."

Moonshot

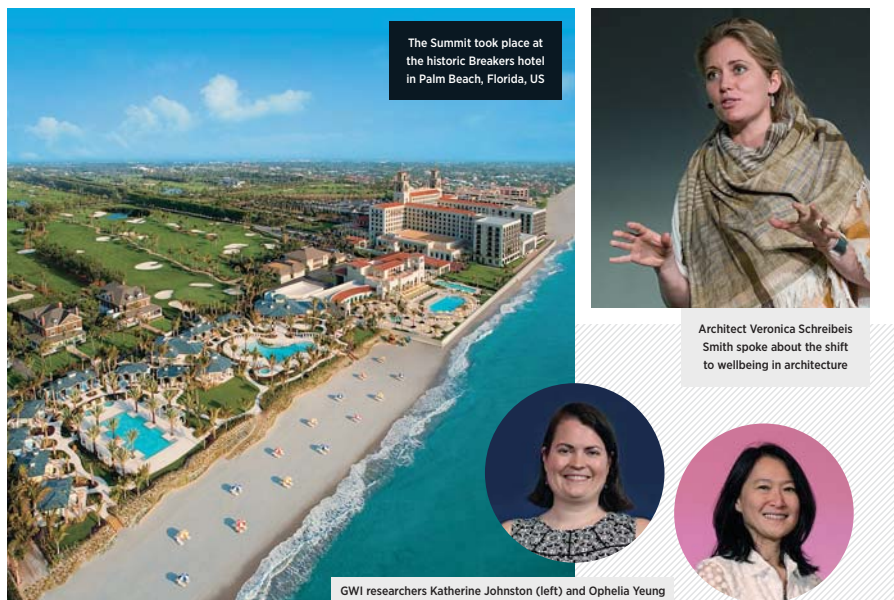
Central to that idea is the Wellness Moonshot project announced at the Summit – a call to eradicate chronic, preventable disease. Dr Richard H Carmona, the 17th Surgeon General of the US, joined Ellis on stage to make the announcement, along with television host Dr Mehmet Oz, Dr Dean Ornish, Dr Elke Benedetto-Reisch, Dr Michael



Television personalities, well-known medical doctors and industry icons joined GWS chair Susie Ellis (far left) on stage to announce a Wellness Moonshot project, which aims to eradicate chronic, preventable disease

PHOTOS: CARRERIST

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Roizen, Dr Andrew Weil, filmmaker Louie Schwartzberg and other industry icons. "The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease," said Ellis.

She said the Global Wellness Institute would catalyse stakeholders from both the private and public sectors to coordinate and collaborate on the Moonshot, and would begin with research and education efforts. Dr Carmona – who later during the Summit received the first-ever GWS Social Impact Award – said that the GWI is the right organisation to launch the Moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors. "Failure isn't an option," he said. "We are the world's wellness leaders."

Wellness communities

In order to help prevent disease, it's important for people to incorporate wellness into their everyday lives, but GWI researchers Katherine Johnston and Ophelia Yeung highlighted just how



GLOBAL WELLNESS AWARDS
Social Impact Award
Dr Richard Carmona
17th Surgeon General of the US

difficult that can be, with a look into how people live in areas as diverse as suburban America and urban Hong Kong. Johnston and Yeung presented key findings from their upcoming report "Build Well To Live Well," which takes a detailed look at the growing field of wellness communities (See SB17/1, p 70; SB17/2, p 66; SB17/3, p 62). "We cannot fix our global health

crisis and its rising costs if we don't fix the places that we live," explained Yeung.

The full report is due out in January (we'll highlight the details in SB18/1), but the researchers revealed that there are an estimated 1.3m potential buyers for wellness communities in the US alone each year. Homes designed to improve people's wellness are now commanding 10 to 25 per cent higher price premiums, and today there are more than 600 projects being built worldwide that fall under the category. Johnston said the GWI predicts that in the next several decades, building wellness homes will be the default.

"The home is the last frontier in wellness, and this is the most important research we've undertaken – not just because it's a hot new industry market, but because it's about where and how we live," said Johnston. "We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems – sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation – and it's creating powerful opportunities."

Architect Veronica Schreibeis Smith, chair of the GWI Wellness Architecture

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More than 600 delegates from 79 countries attended this year's summit

► Initiative, moderated a wellness architecture roundtable, and also spoke separately about the shift from human health to human wellbeing in architecture. "We have to design for all dimensions of wellness," said Schreiber Smith. "Your surroundings directly impact your behaviour. If you can change your space, you can change your attitude. Corporations are starting to clue in on this and society needs to too."

Medical experts

This year's summit saw presentations from some of the top doctors to promote lifestyle change in the US. Dr Dean Ornish discussed his Ornish Diet and his simple formula to "eat well, stress less, move more and love more." Ornish highlighted how his method helps improve chronic conditions like heart disease and diabetes; lengthen telomeres; and change gene expression, turning on health-promoting genes and turning off disease-promoting genes. "Our genes are a predisposition, but they are not fate," said Ornish.

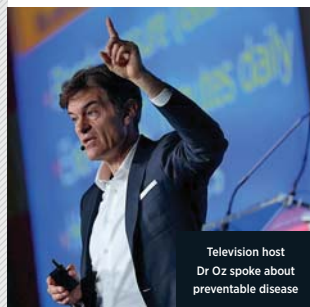
Dr Mehmet Oz – whose US television show, *Dr Oz*, boasts viewers in the millions – talked about the growing number of people who feel empty, stressed and dissatisfied with life. "We control 70 per cent of how well and long we live," said Oz. He suggested the wellness industry can do more to help people live a well life, and said it's important to make it easy

● Dr Anjan Chatterjee spoke about the brain's reaction to beauty

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Dr Alia Crum presented research on the healing abilities of the placebo effect



Television host Dr Oz spoke about preventable disease

{ The body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it }

for people to do the right thing. Oz also suggested that there is great opportunity in the spa industry to tackle the issue of sleep – a personal passion of his.

Summit co-chair Dr Gerry Bodeker spoke to delegates via a pre-recorded message, due to complications with US visa restrictions. Bodeker, who was instrumental in crafting this year's agenda, talked about the hope that brain plasticity gives us, especially for mental wellness. "Our brains are designed to keep growing in adulthood to stages of wisdom and enlightenment," Bodeker said.

While we've known about the placebo effect – a beneficial effect

attributed to a patient's belief that they are getting treatment even if they're not – for centuries, Dr Alia Crum discussed what we can do to harness the power of the placebo effect for healing. Crum, who is an assistant professor of psychology at Stanford University, has conducted studies which have shown that social context plays a role in how likely people are to benefit from a placebo effect, as does the language that carers choose. "Medicine and wellness have a real opportunity here," she said. "We can make changes in our words and actions that can have a meaningful impact. These forces are not mysterious – the body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it."

And Dr Anjan Chatterjee spoke about the brain's reaction to beauty, and research he's done into the nature of beauty, which suggests we have automatic ►



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SUMMIT REVIEW

GLOBAL WELLNESS AWARDS



Leading Woman in Wellness

Julie Bach
Founder of Six Senses
for Cancer



Leader in Innovation

Steve Nygren
Co-founder of
Serenbe



Leader in Sustainability

Neil Jacobs
CEO of Six Senses
Hotels Resorts Spas



Leader in Workplace Wellness

Renee Moorefield
PhD, CEO and founder
of Wisdom Works



Debra Simon Award for Leader in Furthering Mental Wellness

Louie Schwartzberg
Filmmaker

► beauty receptors in our brain, and we automatically associate beauty with good. "That means attractive people have all kinds of advantages in life: more pay, better grades, less punishment," he said.

Cold is hot

Several speakers took on the topic of cold therapy, and how it can help with a number of physical ailments (see our 'Ask an Expert' section, page 44-46). World record holder and author Wim Hof took to the stage to talk about the mind's power to control disease and inflammation. Hof advocates a programme that combines cold therapy and conscious breathing as a means to improve overall physical and mental health (see pages 24-25). Dressed in shorts and a T-shirt, Hof impressed – and charmed – summit delegates both in a keynote speech and a hands-on workshop where he taught his breathing method.

And professor Marc Cohen of RMIT University in Australia taught us all to



Jeremy McCarthy



Agapi Stassinopoulos, Alexia Brue and Melisse Gelula all spoke at the summit

{ It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom }

do the "cold-water hokey-pokey," as he advocated for the benefits of cold therapy, including cold showers. "Visiting the edge of your comfort zone can be a really good thing, but you have to train," he said.

Technology and media

Technology – and its growing impact on our wellbeing – was also in the spotlight this year. As author Agapi Stassinopoulos said: "It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom."

Alexia Brue and Melisse Gelula, co-founders of wellness lifestyle brand Well + Good, took a look at millennial wellness consumers. "The wellness consumer today – especially the millennial consumer – has tremendous access to wellness," said Brue. "There's a mentality of 'I don't need a spa to fix me.' And when they show up at a spa, they're not learning to meditate for the first time." Gelula said

that wellness influencers are doing just that: influencing this generation, who are educating themselves online about wellness, often through social media.

But perhaps we need more of this; Dr Andrew Weil suggested that in today's image-conscious world "we should be recruiting thought leaders and celebrities to make wellness fashionable."

And Jeremy McCarthy, Mandarin Oriental's group director of spa and wellness, spoke in depth about wellness in the age of technology. "If the wellness industry is about living a well life, we need to think about how we help people live a well life in the digital age," said McCarthy. He advocated for establishing guidelines around "digital nutrition" in a similar model to nutritional standards, drawing parallels with food and technology and our need to regulate both. Much like food, "technology is not inherently good or bad – it depends on how much you consume, and the quality of it," explained McCarthy. ►



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SUMMIT REVIEW



Mohammad Gawdat

► Happiness and wellness

Happiness is inextricably tied to wellness, and several speakers explored the subject. Jan-Emmanuel De Neve, associate editor of the *World Happiness Report* and professor at the University of Oxford, addressed the issue of happiness at work, while author and Google X chief business officer Mohammad Gawdat spoke about engineering for happiness.

De Neve looked at which jobs are most associated with happiness, what it is about a job that makes people happy, whether happiness is predictive of job performance, and ultimately, whether it makes economic sense to make happiness central in the workplace. He said raising employee happiness raises productivity, and that the companies that are rated the best to work for outperform others on stock market indices. Benefits of employee wellbeing include better recruitment, motivation and retention, he said.



Belgin Aksoy Berkin announced a new Global Wellness Day programme for children

If you don't know what makes you happy, you don't invite it into your life enough. Happiness is a choice, and it's very trainable



GLOBAL WELLNESS AWARDS

Living a Well Life Award
Deborah Szekeley
Founder, Rancho la Puerta

Gawdat detailed his quest to find happiness after the death of his son. He searched for a formula for happiness, and ultimately came up with the idea that "happiness is greater than or equal to the events of your life minus your expectations of how life should behave." Essentially, he said, "you feel happy when life meets your expectations." But beyond that, he said, happiness is our default setting. "If you don't know what makes you happy, you don't invite it into your life enough," he explained. "Happiness is a choice, and it's very trainable."

Belgin Aksoy Berkin made an appearance onstage with a group of enthusiastic local kids as she announced Global Wellness Day's focus on happiness and a new wellness educational programme for children. Aksoy Berkin said rising rates of childhood depression and the growing role of technology in children's lives make this programme necessary. "Nobody is teaching us how to live, how to breathe, how to be mindful and how to be ourselves," said Aksoy Berkin. "These are things that are very important to being a happy adult in the future."

And industry icon Deborah Szekeley, who received the inaugural Living a Well Life Award, shared her thoughts in an on-stage interview with Ellis. The 95-year-old Szekeley, who founded Rancho la Puerta and the Golden Door, said it best: "People have got to move – it's the secret to good longevity. I don't like it every day, but I go and do an aerobic class every morning, five times a week, and on the weekends, I walk." She paused, adding: "It's a very small price to pay for feeling healthy."

NEXT STOP: ITALY

The 2018 Global Wellness Summit will be hosted at the Technogym Village in Cesena, Italy, from 6-8 October 2018.

Technogym – which specialises in technologies for fitness, wellness and health – will be the 2018 host sponsor, and the location, along with founder Nerio Alessandri's approach to the business of wellness, will drive the agenda of the 2018 Summit.

• Technogym's
Mauro Nava at
the summit

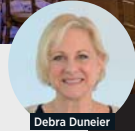


Located in the heart of Italy's "Wellness Valley," the Technogym Village is a 37-acre campus designed from the ground up to encourage a wellness lifestyle – with a focus on fitness, environmental sustainability, architectural wellness and even mental wellbeing through the beauty of art, music and fashion. It's home to an expansive research and education centre, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.

SUMMIT REVIEW

■ A 'celebration of the elements' gala

For this year's GWS gala dinner, Debra Duneier from New York-based EcoChi blended modern, evidence-based design principles like biomimicry and environmental psychology with millennia-old strategies like feng shui to transform The Breakers' Venetian ballroom into a twinkling wonderland. The gala included a live auction that raised more than US\$125,000 to benefit the Global Wellness Institute's research division. ●



Debra Duneier



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Travelers Are Abandoning Spas To Join Fitfluencer Retreats

Well+Good taps into the \$563 billion global industry by launching its own travel experience called Retreats.



[Photo: Jared Rice/Unsplash]

BY RINA RAPHAEL 6 MINUTE READ

This past October, the cofounders of lifestyle site [Well+Good](#) took the stage at the Global Wellness Summit to address hundreds of industry insiders eager to learn about millennial habits. Alexia Brue and Melisse Gelula's keynote presentation promised findings on what the under-35 set want during vacations, experiential excursions, and self-care indulgences. Eager spa founders and hotel executives whipped out notebooks and hit "record" on their iPhones.

But the smiles and excitement quickly faded just a minute into the founders' talk. This was no guide to avocado toast. Instead, attendees were treated to a state of the union, which more or less warned: Young consumers don't want the respected spa resort stalwarts of yore, they want to go wherever their prized fitness instructors go. The glory days of Canyon Ranch and Rancho La Puerta are quickly giving way to one-off retreats starring social media "fit-fluencers" and wellness gurus. The tide, the founders said, is shifting.



Alexia Brue (left) and Melisse Gelula
[Photo: courtesy of Global Wellness Summit]

The unease was palpable, if not pity-inducing. I saw more than one industry rep shift in her seat and eye her neighbors as the speakers shared the findings of their survey of nearly 5,000 readers: 40% of respondents reported they'd rather go on a fitness retreat with their favorite instructor than attend a five-star resort like the esteemed Miraval in Arizona. (The findings were on par with a [recent study](#)

conducted by SpaFinder).

Meanwhile, 91% of respondents admitted they had never been to such a high-end resort. More than half of these readers, mind you, go on several vacations a year.

“Starting in the late 1990s through the early aughts, the iconic spa has not been a part of the cultural currency,” said Brue, noting how the internet has replaced travel magazine spreads, where institutions like spas once reigned. “These brands haven’t been part of the social media conversation.”

Well+Good, which boasts 8 million monthly unique visitors to its site, 1.2 million followers on social media, and 800,000 email subscribers, knows what young, affluent women want. The site has covered the travel sector since its launch in 2010. It is therefore no surprise that the company has just announced *Retreats*, i.e., the exact kind of travel they touted to the industry earlier this fall. Starting in March 2018, Well+Good will host four trips a year, each in different locations, that pair high-end resorts with household name “fitness headliners.”

Retreats will specifically focus on a specific modality, be it yoga or boxing or HIIT, rounded out with outdoor activities, like hiking, paddleboarding, and horseback riding—as well as wellness experiences like Reiki workshops and cooking demos.

“Part of what our readers were looking for from us was really what we do across the site: we vet things, we’re curatorial about it,” says Gelula. “We are wellness experts. We can make a good call on whether an experience is noteworthy.”

Before they founded Well+Good, Brue and Gelula reviewed spas and hotels for various publications. The duo mined that extensive knowledge for Well+Good’s travel section—it’s one of the site’s most heavily trafficked categories—and pop-up experiences that they regularly host in top-tier cities. Those pop-ups include fitness studio takeovers, lecture series, and culinary events—as a chia-infused dinner. Experience, one could say, was built into Well+Good from day one.

“We’ve always felt that there’s something a little bit ironic about covering wellness in a digital way,” says Gelula, who believes that physical interaction is key in the wellness travel space. “If we weren’t doing all of these events, we would be starving for the connection. I think other women feel that way too—we like being around like-minded wellness-loving people.”

Indeed, as [burned-out millennials look to vacations to reset their health habits](#), wellness travel has swelled into a \$563 billion global industry. The booming sector, defined as vacationing while enhancing one's physical, mental, or spiritual well-being, grew 14% in the last two years, nearly double that of overall tourism, reports the Global Wellness Institute. More than 690 million wellness-focused trips, ranging from bootcamps to meditation retreats, were taken in the last year.

"[Americans] are constantly stressed," Beth McGroarty, research director at the Global Wellness Institute, [previously told *Fast Company*](#). "It's pushing people to want vacations that are restorative and actually make them feel better."

That, coupled with the fact that [wellness is now a marker of luxury](#), makes wellness travel a prime business opportunity for Well+Good. Their readers, as Brue attests, readily spend several hundred dollars on a Vitamix and own a wardrobe full of pricey Lululemon leggings. They're not skimping when it comes to time off: 63% of readers said they would spend as much as \$500 per day on a wellness retreat.



Travel Services, Luxury Travel

Pass the Avocado Toast — Updating the Luxury Spa Experience for a New Generation

Laura Powell, Skift - Nov 07, 2017 10:00 am



**Skift
Take**

Luxury spas need to understand that because many millennials are already incorporating wellness into their everyday routine, they need something from high-end destinations. It might seem trite to highlight avocados but today's under-35s value food above almost everything else.

— *Laura Powell*

What do millennials want out of a luxury wellness experience? Apparently, avocado toast. That's just one of the findings lifestyle publication [Well+Good](#) discovered after surveying 4,600 of its readers.

Unlike days of yore, when the only way to discover wellness concepts was by going to an iconic high-end destination spa like Canyon Ranch and Miraval, today, wellness is accessible nearly everywhere.

You can take a high-intensity interval training class or sip on a matcha latte anywhere from Boise, Idaho to Baltimore, Maryland. There's the entire urban landscape extending to second-tier and tertiary cities supporting what were once fringe wellness practices and pabulum confined to the likes of Los Angeles or New York.

Alexia Brue and Melisse Gelula co-founded Well+Good in 2010. They presented the findings of the company's Wellness Travel Survey at the [Global Wellness Summit](#) in October.

The ubiquity of wellness is a big part of the reason, says Brue, that millennials aren't impressed with the iconic spa brands, many of which have traditionally appealed to clientele getting the wellness light switched on for the first time.

But another reason, she says, is simply that this generation doesn't know these brands. "Starting in the late 1990s through the early aughts," says Brue, "the iconic spa has not been a part of the cultural currency." In pre-Internet days, seekers would discover these retreats thanks to fawning articles and splashy advertising in glossy travel magazines. But this generation gets its information online, and as Brue notes, "These brands haven't been part of the social media conversation." That's part of the reason the millennial wellness getaway mindset has traveled elsewhere.

In a game of "would you rather," the Well+Good survey discovered that a slim majority of the respondents would opt to go to an iconic spa (55 percent) over a guru-led retreat (40 percent). However, Gelula calls the results "shocking," given that they were expecting an 80/20 differential in favor of the old-school spa.

According to the Well+Good co-founders, the spa attendees in the audience at The Global Wellness Summit were surprised, too. "The spas don't even realize that their biggest competition isn't other spas," says Brue. "Fitness and lifestyle instructors leading retreats are the competition," says Brue. Indeed, it's increasingly common for self-branded wellness gurus with large social media followings to organize their own wellness retreats to exotic destinations around the world.

For spa resort executives who might be comforting themselves by thinking it's all about the price tag, they are wrong, according to Gelula. "They are convincing themselves that if they are not attracting millennials, it's because millennials aren't taking luxury trips." But that's not true. Millennials do have disposable income (although not necessarily as much free time. According to the survey, younger wellness seekers are more likely to take a three-day getaway rather than the traditional one-week spa stay). When it comes to retreats versus spas, she says, "it's important to point out that we aren't seeing much of a price point difference. Retreat leaders often charge between \$700 and \$1000 a day."

Brue also believes that some of the iconic spas, instead of trying to appeal to millennials today, are just waiting until they start getting aches and pains. The problem with that approach, says Brue, is that "millennials don't have a 'fix me now' mentality when they go to a spa." Because they are already incorporating wellness in their everyday life, when they go on a wellness getaway, they want an elevated experience that builds on their daily practices, but doesn't replicate them.

Gelula says, "Spas are simply out of the loop in terms of what travelers expect from a wellness retreat." So, what do today's wellness warriors want? The number one priority, according to the survey, is food. Ninety-nine percent of the respondents said the quality of the food was a key factor in their decision-making process.

Ninety-seven percent of the survey respondents wanted cultural offerings to be part of the package. That doesn't necessarily mean experiencing a Lomi Lomi massage in Hawaii, but rather going to a destination where the surroundings themselves provide a broadening experience. That's part of the reason guru-led retreats are starting to get a leg up. They can roam from place to place from year to year, plunking down in up-and-coming destinations in order to incorporate a greater cultural component into the programming mix.

The Well+Good survey also found the nature experiences (96 percent) and high quality fitness offerings (94 percent) were important, with spa services (93 percent) rounding out the top five.

So, how can the iconic spa bring offerings up to date? Gelula recommends starting with the menu. "Focus on food," she says. "Provide cool wellness food offerings. After all, consumers are used to eating avocado toast, avocado smoothies and cauliflower rice at home...or seeing them on Instagram." In addition to menu updates, Brue says spas need to hire higher-quality fitness instructors, and to add more personalization to the spa programming.

All in all, the co-founders of Well+Good suggest spas need to change now or risk becoming dinosaurs. As Gelula notes, "The value proposition has to keep pace with this sophisticated group of travelers. One thing we confirmed with the survey results: Spa experiences for millennials should focus on deepening already-existing wellness practices."

HealthCare^{Too}

Posted on [October 14, 2017](#)

Why your next house might be a wellness home

Wellness Home

A movement to promote wellness home design is growing. And why not? The modern lifestyle is tough. We need an environment that speaks to our particular needs. Our surroundings greatly influence our health. Consumers are taking actions to make those surroundings more nurturing, not just decorative.



Move over smart home, there's a new Zen titan coming to town.

Even if you live in a city packed full of every kind of pollution (looking at you, [city lights](#)), by choosing [some gorgeous greenery](#), [Kondo'ing your closet](#), and sprawling out in your cozy space while wearing [chic loungewear](#), you can transform any old space into a sanctuary. But your entire home—even your entire community—could soon be a place of healing and wellness, according to research findings unveiled at the [Global Wellness Summit](#).

In a report titled "[Build Well to Live Well: Wellness Lifestyle Real Estate and Communities](#)," Global Wellness Institute senior researcher Katherine Johnston said, "We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation." To solve this problem, real-estate developers are creating and expanding "wellness homes and communities," which the report defines as structures that aim to support the holistic health of its residents.

‘Living A Well Life’

The 11th Global Wellness Summit, held in Palm Beach, Florida, US, examined how the broad spectrum of wellness businesses will operate in the future

REPORT BY IAN PARKES & SARAH CAMILLERI

A record number of more than 600 delegates from 43 countries attended the 11th annual Global Wellness Summit (GWS) in October. Against the captivating backdrop of Florida’s Atlantic coast, one of America’s leading hotels, The Breakers in Palm Beach, played host to a gathering of key decision makers from the worlds of spa, wellness, medicine, fitness, health, beauty, technology and the arts.

The three-day agenda provided many forward-looking presentations, inspiring speeches and thought-provoking round-table sessions on the Summit’s theme of ‘Living A Well Life’. These focused on innovation in the wellness arena, most notably in the workplace, as well as the rise of wellness communities and resorts, and the increasing desire, more generally, to live healthier, fulfilling and longer lives.

It is three years since the Summit removed the word ‘spa’ from its title, but the spa industry was very much in the spotlight as delegates discussed the disruptive forces, primarily technology and experiential-seeking millennials, in what has become a fast-moving marketplace.

As at the 2016 event, Louie Schwartzberg, founder of the US-based Moving Art, set the agenda on the opening day with a moving piece of cinematography entitled ‘Living a Well Life: Nature as Guide’ that drew a standing ovation.

In pointing out the power of healing art, Schwartzberg said: “80% of the information we receive comes through our eyes. We need to promote a shift in consciousness to give people healing images and content.”

Susie Ellis, chairman and CEO of the Global Wellness Institute and GWS, pointed out in her welcoming remarks how the DNA of the Summit has altered since its inception in 2007. “GWS is about a commitment to a global conversation, and learning from people globally; an emphasis on building relationships, on research, science and quantitative measures, and with a focus on the future,” she said.

The power of people

In the opening keynote, in front of a packed ‘Ideas Stage’, Dr Richard Carmona, the 17th surgeon general of the United States, and the chief of health innovation at Canyon Ranch, one of the world’s vanguard destination spa resorts, declared that “75% of chronic disease is preventable”. Emphasising the power of his audience, Carmona added: “GWS represents the spa industry, and provides a prescription for a well life... We are the world’s wellness leaders, and leaders are responsible for others.”

Given the digital, fast-paced world in which we currently reside, Frits van Paaschen, former Starwood Hotels CEO and author of *The Disruptors’ Feast*, suggested that “the age of disruption is having a huge impact on wellness”.

He further outlined why wellness communities such as Serenbe, near Atlanta, Georgia, which describes itself as ‘a progressive community connected to nature’ and ‘a neighbourhood full of fresh food, fresh air and focused on wellbeing’, could become the norm in the years ahead.

Founded by former restaurateur Steve Nygren and cited as an example of ‘new urbanism’, Serenbe contains four hamlets focused on the elements of a well-lived life – arts for inspiration; agriculture for nourishment; health for wellbeing; and education for awareness.

The opening focus on wellness was a cue



1. Mandarin Oriental’s group director of spa & wellness Jeremy McCarthy

2. Dr Richard Carmona and Dr Dean Ornish help launch the Moonshot initiative

3. Susie Ellis, chairman and CEO of the Global Wellness Institute and GWS

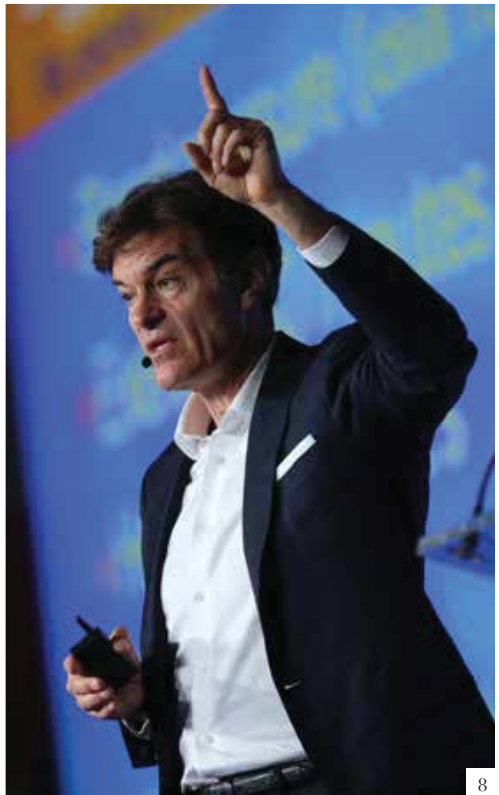
4. The Breakers Hotel in Palm Beach, Florida, was the iconic venue for the Summit

5. Accor Hotels Group’s Andrew Gibson (far right) leads the judging panel on the Shark Tank of Wellness Award

6. Sharon Kolkka of Gwinganna Lifestyle Retreat, Australia (left); Sallie Fraenkel from Mind Body Spirit Network, US; and Jennifer Hawkins of Hawkins International PR, US

7. Belgin Aksoy Berkin launches Global Wellness Day 2018

8. Dr Mehmet Oz, host of the Dr Oz Show, and professor of surgery at Columbia University





▷ for the launch of a special GWS initiative entitled 'Wellness Moonshot – A World Free of Preventable Disease', introduced by a variety of figures, including Dr Carmona and Dr Mehmet Oz, professor of surgery at Columbia University and host of The Dr. Oz Show.

Following footage of the first moon landing, Susie Ellis said: "The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease."

1. Jared Weiner, executive vice-president and chief strategy officer of The Future Hunters, chairs a panel
2. Louie Schwartzberg, founder of US-based company Moving Art and award-winning cinematographer
3. Delegates enjoy a workout with Chris Jordan from the Johnson & Johnson Human Performance Institute
4. *European Spa* editor Sarah Camilleri with John Stewart, co-founder of Kamalaya Koh Sumi, Thailand
5. David Bosshart PhD, CEO of the Gottlieb Duttweiler Institute, Switzerland
6. Susie Ellis and delegates present the 'Wellness Moonshot' initiative

Spa insights

The spa world remains a key part of the overall wellness marketplace, so a notable international panel of spa leaders came together for a lively round-table session, chaired by Sallie Fraenkel, president of Mind Body Spirit Network.

Two distinct themes emerged; the first, unsurprisingly, being the shift in expectations of millennial guests and staff; the second being the emerging disruptors set to redefine spa businesses, including staffing, design, technology and new competition.

Chief executive and general manager of Mexico's Rancho La Puerta, Roberto Arjona, recognised the new demands from millennial wellness seekers. "For us, the future is rewinding to our origins and moving forward," he said. "We are looking at how we can offer the same origins, but different parallel experiences, to appeal to millennials."

Todd Walter, CEO of Red Door Spa Holdings, which operates 28 branded day spa businesses across the US delivering 4 million treatments each year, highlighted growing competition

from specialist single-service categories, including dry bars, Massage Envy and waxing.

He also cited how technology will continue to impact on spa treatment sales by bringing services straight to the consumer via new apps.

Walters' key message was the importance of building a strong spa culture, recognising performance and promoting from within. "What drives profitability and sustainability are our people," he reminded listeners. "Our guests are more loyal to their service providers than brands; we need to take care of our teams so they, in turn, keep guests coming back."

Nicola Roche, global spa and wellness director of Aman Resorts', which operates 31 resorts, hotels and private residences worldwide, stressed the importance of differentiation in an increasingly competitive market.

"We are taking wellness to a much deeper level, delivering total immersion and personalisation," she said. "The disruptor for us is navigating a lot of red tape and license issues depending on where you are in the world."

Sharon Kolkka, general manager and wellness



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director of Australia's renowned Gwinganna Lifestyle Retreat, raised the challenge of finding therapists who are totally committed to delivering fully immersive wellness experiences.

"We focus a lot on holistic, emotional wellbeing so we work hard to recruit therapists who are deeply connected with healing," she said. "In Australia, we are seeing big disruption from a new generation of medi-spas. The beauty industry is really impacting on our workforce by upskilling and offering higher pay."

A new generation

Lanserhof Group's chief managing officer, Nils Behrens, pointed out the difficulty of retaining a loyal team and affording flexibility for younger team members.

"Our biggest challenge is to find employees in their mid-20s prepared to give their time and commitment," said Behrens. "This generation wants to work less and enjoy more variety in their work, which is a challenge and also an opportunity needing a new approach."

Diana F Mestre, founder of Mestre & Mestre

spa resort in Mexico, pointed out how wellness services are redefining luxury hospitality.

"At our resort, we deliver 400 massages a day and we are now selling wellness suites, as the whole resort is coming together through our wellness positioning," she revealed. "Our challenge is to ensure we are 'experience-driven' over being 'operationally driven' to really connect and make a difference to people's lives."

Andrew Gibson, global vice-president Wellbeing, Luxury Brands for Accor Hotels Group, also cited wellness is a key disruptor worldwide for spa and hospitality, but one that will positively impact on spa design and the delivery of spa services.

The millennials, those born between the early 1980s and mid-to-late 1990s, have a considerable role to play in setting the tone of spa and wellbeing services in the future.

Alexia Brue and Melisse Gelula, co-founders of forward-thinking website Well+Good, enlightened delegates as to what their millennial readers were seeking in terms of travel, treatments and experiences.

A world free of preventable disease



Global Wellness Summit founder and CEO Susie Ellis looks back on GWS 2017 and explains why spa professionals should get involved in the Wellness Moonshot.

What were your top takeaways from this year's event?

For me, everything about this year's GWS was special. We had a historic lineup of over 50 speakers analysing so many aspects of the future of wellness. Also, The Breakers provided a beautiful setting and showed our record 600+ delegates from 43 nations first-hand what it means to 'walk the walk' in creating a culture of wellness.

How can the spa world support and take part in the Wellness Moonshot?

The support of spa professionals is key to the success of the Wellness Moonshot.

There is a wealth of research on the benefits of massage, mindfulness, thermal baths and hot springs, good nutrition, fitness, and more, as practices that combat preventable disease.

The world can learn a lot from what spa and wellness professionals have long known; that taking charge of one's health is a giant leap towards creating a world free of preventable disease.

Why do you feel spa leaders should continue to attend GWS when there is now so much focus on the wellness aspect?

The simple fact is that spa is wellness and wellness is spa. Since the Roman era, spa has been a synonym for wellness and it doesn't make business or personal sense to separate or attempt to 'silo' the terms.

Perhaps most importantly, I do not believe that consumers think of wellness as separate from spa. Instead, the world of spa is a cornerstone of wellness.

▷ Gelula said established destination spa resorts such as Canyon Ranch, Miraval and Rancho La Puerta “don’t speak to millennials”. Instead, she said the focus of this group is on online influencers, such as model Karlie Kloss, skincare specialist Joanna Vargas and singer Carrie Underwood, as well as experiential retreats.

“There is a transfer of trust going on from these properties to local fitness gurus. It seems people trust those they practice with, who they know, more than properties,” said Gelula.

Their presentation highlighted a new generation of spa-goer interested in the burgeoning realm of experiences rather than the more traditional destination spa option.

“Our readers don’t want to hear about the size of a new spa or luxury thread counts. They want photos of Balinese yoga pavilions, where they could see themselves transported, and slideshows of stand-up hoverboard yoga,” said Gelula. “Because millennials have tool kits closer to home, there is a mentality out there that says ‘I don’t need a spa to fix me’.”

The science of beauty

Another compelling round-table centred on the impact of wellness on the beauty industry, notably given the rapid advancement of cosmetic science. This discussion looked at epigenetics – the study of biological mechanisms that either activate or deactivate genes, and influence, among other things, ageing – and ingestibles, a technology that tracks what a human body is doing from the inside.

Neal Kitchen, chief operating officer of peptide-based skincare brand HydroPeptide, cautioned: “I’ve had the research back on epigenetics, and I very much appreciate that’s going to be the future of skincare, but it’s certainly not going to be the only part.

“There’s technology that has to be part of that, whether it’s digital or other advances that will really make that manifest and become a true part of how we, as an industry, transform as a whole. And it’s not going to be just one brand, it’s going to be a collective number of brands.”

Rupert Schmid, co-president of Biologique Recherche, said his team was due to launch its first epigenetic cream in the US, using science as “the way to bridge wellness and beauty”.

Elemis’s senior vice-president of sales, Nicola Scott, said that through innovation, products and treatments the brand was “very much seeing ingestibles emerging, and for one of our biggest global partners, it’s in their top-five products”.

Dr Lisa Ishii, associate professor and chief quality officer at the Johns Hopkins School of Medicine in the US, asserted, however, that

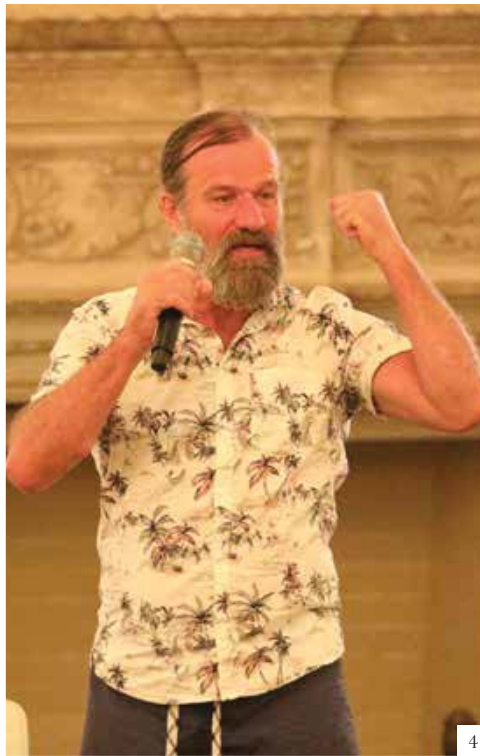




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The Breakers: Wellness at work



Epitomising the agenda of GWS, The Breakers is a pioneering establishment in the US when it comes to employee wellness.

In 2016, it received the Platinum Achievement award from the American Heart Association for demonstrating its commitment to team member wellness. It also facilitates the Corporate Athlete programme to inspire its employees to confidently and capably pursue a path to wellbeing; a three-day experience that energises lives, both personally and professionally.

The Breakers' owner, Garrett Kirk Jr (above), told delegates that an effective wellness programme was "the most important thing" the corporate world can give its employees.

The 20-year-old hotel's commitment to its 2,000+ staff has resulted in an 82% retention rate, an unheard of figure in the US hospitality industry.

Denise Bober, vice-president of human resources at The Breakers, told *European Spa*: "GWS was an opportunity to share our story regarding workplace wellness. It's only when these great driving forces of thought leadership come together from all over the world that we can create positive change.

"If this group can be the force that brings happiness to people, and continues to push forward and help people to live healthier, happier lives, then we've done our job at the end of the day, and that's the ship I want to be on. I want to sail with that ship!"

1. Melissa Gelula (left) and Alexia Brue, co-founders of website Well+Good

2. Delegates listen in on a round-table talk in the Collaboration Room

3. Daniel Friedland, CEO of SuperSmarterHealth, US

4. Dutch-born multiple world record holder Wim Hof gives an inspirational talk

5. Patrick Saussay (left) of evianSPA; Yasmin Cachemaille Grimm from Victoria-Jungfrau Grand Hotel & Spa, Switzerland; Johannes Mikenda of Schloss Elmau Luxury Spa Retreat & Cultural Hideaway, Germany

6. Delegates dress to impress ahead of the 'Celebration of the Elements' gala dinner

7. Agapi Stassinopoulos signs copies of her book, *Wake Up to the Joy of You*

8. Delegates enjoy stunning views of the Atlantic Ocean



▷ Above from left: Mauro Nava, head of Technogym's global hospitality organisation; Jessica Jesse, CEO and creative director of BuDhaGirl; Susie Ellis flies the flag for Italy's hosting of GWS 2018

there was "no silver bullet" with regard to ageing. "Our appearance changes over time because a lot of different things are happening to our hair, skin, bone structure, the soft tissue beneath the skin, so we have to think about approaching the impact of those from multiple angles," said Dr Ishii.

Jane Iredale, president and CEO of Iredale Mineral Cosmetics, was concerned with self-obsession within society's current "selfie phase". "I've always believed makeup allowed women and men to be the best version of themselves. But now it's become so much more than that. It's taking beauty into another area we need to be watchful of," she warned.

While the millennials may be a focal point for many in this booming digital era, Nicola Scott insisted Elemis recognised they are not the only target market. "The millennials are looking for experiential, something that is rooted in authenticity, but then we've also got the ageing population that is looking for health, wellbeing, and how to prolong those," she said. "For us in beauty, it's meeting those two demands, and as a skincare brand you have to take ownership and drive them forward."

The future of fitness

For the first time, GWS hosted a fitness panel, with the accent on trends to expect over the coming years. Tony de Leede, founder of the Gwinganna Lifestyle Retreat, suggested one

would be F45 Training, a concept born in his native Australia, that combines high-intensity interval, circuit and functional training over a 45-minute period. He also declared that virtual fitness, where people 'attend' a live exercise class at home while linked by technology, "will explode over the next few years".

Peloton, which makes a connected indoor bike that provides access to live and on-demand group fitness classes, was noted as having made a mark in that arena as fitness moves into people's homes and away from gyms.

This was recognised by Technogym's global commercial director, Enrico Bracesco, who said: "There is a tangible demand for fitness at home." Expanding on this point, Bracesco added: "If you take hospitality, when people go to a hotel and they don't want to bother going down to the health club, they want fitness in their room... a facility that helps them with a virtual coach. Instant, real-time fitness on-demand is something that's going mainstream now."

However, Johannes Mikenda, director of spa and sports at Schlöss Elmau Luxury Spa Retreat & Cultural Hideaway in Germany, countered that there was still a need for people to escape the burgeoning digital world.

"As a destination spa we see that people want to be touched, they want digital detox, and they don't want to work out in an online class when they are in a magical place," said Mikenda. "They want to go out and do something like hiking, yoga, swimming or skiing in our area. The growth in our outdoor wellness programme is very strong."

In terms of the future for fitness, and for

keeping people continually interested in staying fit, Accor Hotels' Andrew Gibson said: "There are three things that are going to make a massive impact on fitness. One is virtual reality; the second is technology tracking what you are doing, and the third is gaming."

Jeremy McCarthy, group director of spa and wellness for the Mandarin Oriental Hotel Group, provided an enlightening talk on wellness in the age of technology.

In addressing mindfulness, in particular, McCarthy stated that although it is non-digital, advances in technology are giving people more access to learn how to bring it into their lives.

However, he also pointed out the downside of the progression of artificial intelligence, which could result in a shift away from employing humans. "There is a price that we pay when we replace wisdom with technology," he warned. "This is the challenge of the age that we live in. The more we outsource our wellness to technology, the more we lose our ability to look after ourselves."

Extraordinary people

In a heartfelt presentation, Jessica Jesse, CEO and creative director of BuDhaGirl, highlighted the importance of building rituals into everyday life to ensure we are more present and live well.

Among all the serious words of wellness, there were moments of levity, most notably from Wim Hof, known as 'The Iceman' and holder of numerous world records given his preternatural ability to withstand extreme cold.

Hof related his own experiences and reminded everyone they were naturally amazing



beings. To illustrate this, he taught those present how to comfortably hold their breath for two minutes.

Elsewhere, the intrinsic value of old and new perspectives was shown; first in an interview conducted by Susie Ellis with Deborah Szekely, the 95-year-old co-founder of Rancho La Puerta, who was presented with a 'Living A Well Life' award in recognition of her lifelong commitment to wellbeing and for inspiring others to learn from her example.

In contrast, the second 'Shark Tank of Wellness' student competition, overseen by a seven-strong expert panel of judges led by Andrew Gibson, this year saw 60 entries from 26 countries.

Of the three finalists, Florida State University's Jarrod Luca won the top prize of \$5,000 for developing a therapy, known as EMDR: Eye Movement Desensitisation and Reprocessing, which involves using a virtual reality headset to treat sufferers of PTSD and anxiety.

The Summit concluded with the announcement that the 12th GWS will take place in Italy, on October 6-8, at Technogym's base in Cesena, at the heart of an area known as 'Wellness Valley'.

Explaining the selection of the venue, Susie Ellis said: "Technogym is much more than a fitness company, it is a world leader specialising in technologies for fitness, wellness and health. It embodies the business of 'Living a Well Life' and I know the brand's creative approach to the business of wellness will inspire all who attend.

"Technogym Village is also nothing short of awe-inspiring and the surrounding countryside is spectacular. Amazing food, outstanding wines, and rare access to a company steeped in wellness. 2018 will truly be an outstanding Summit." ●●●●●
www.globalwellnesssummit.org

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The Global Wellness Summit Will Be Nothing Like Goop's Health Gathering

By Margaret Abrams • 09/05/17 1:37pm



The Breakers, best known as one of the only places you can wear Lilly Pulitzer year-round. Joe Raedle/Getty Images

While Gwyneth Paltrow's Goop Summit wasn't exactly embraced, it's not the only wellness-focused summit around, where you can learn about exactly what you should be drinking, eating and lifting. The Global Wellness Summit is coming to the Breakers from October 9 to 11, and the list of experts attending is far more advanced than Gwyneth's actress pals who attended the Goop Summit.

Unlike the Goop extravaganza, which heavily featured yoni eggs and had panel appearances by Good Charlotte wives Nicole Richie and Cameron Diaz, GWS is invitation-only. In the past it's taken place in Turkey, Bali, India, Morocco and Austria, so the Palm Beach stop might be your best bet to acquire brand new wellness tips and tricks.



The Breakers wants to be your next wellness destination. Instagram

Unfortunately, there will be no talk of sex dust. Panel discussion topics include the origin of wellness, the impact of wearable technology and an appearance from Dr. Oz (the Goop Summit's brightest star was Tory Burch). There will also be sponsored talks by Weight Watchers, quick workouts and a chat about how millennials are disrupting wellness markets.

The Breakers is best known for being one of the few places where you can wear Lilly Pulitzer all year long, but they seem to be rebranding as a wellness destination. And if you tire of GWS, you can always venture a bit off the beaten path (maybe you can even grab a beer where there's no one there to judge you).



Dr. Oz is no Gwynnie. Slaven Vlasic/Getty Images for Advertising Week New York

While there won't be as many Instagram opportunities as the Goop Summit, maybe you'll actually learn something at this one.



HERE'S HOW THE REAL ESTATE MARKET IS *FINALLY* CATCHING ON TO THE WELLNESS BOOM



GOOD ADVICE

by TAMIM ALNUWEIRI, OCTOBER 10, 2017



Photo: Stocksy/Daxiao Productions

Even if you live in a city packed full of every kind of pollution (looking at you, **city lights**), by choosing **some gorgeous greenery**, **Kondo'ing your closet**, and sprawling out in your cozy space while wearing chic **loungewear**, you can transform any old space into a *sanctuary*. But your entire home—even your entire community—could soon be a place of healing and wellness, according to research findings unveiled at the **Global Wellness Summit**.

In a report titled “**Build Well to Live Well: Wellness Lifestyle Real Estate and Communities**,” Global Wellness Institute senior researcher Katherine Johnston said, “We’re at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation.” To solve this problem, real-estate developers are creating and expanding “wellness homes and communities,” which the report defines as structures that aim to support the holistic health of its residents.

Real-estate developers are creating and expanding “wellness homes and communities,” which include structures that aim to support the holistic health of its residents.

Unlike most aspects of the wellness boom, these communities are relatively slow to catch on (unlike the **matcha tea** and **HIIT studios everywhere**) but are, in fact, growing: In the last decade, the number of wellness homes and/or communities has risen from just a dozen or so to more than 600 currently being built or in development.

In light of this, the GWI has recommendations for these homes and communities that include setting up more active design features like sidewalks, porches, stairways, and also the strategic placement of parking and public space. The intended setups also include creating activities that bring people together in what Johnston refers to as “soft infrastructure,” to help foster the social aspect inherent to wellness.

While there isn’t an exact blueprint to follow in creating these homes and communities, Johnston says this way of life generally includes “downsizing, living small, [and] being more sustainable, and environmentally conscious.”

The trend is just taking off, so who knows? You might soon be able to live in a place where your neighbors lead the same healthy, **leggings-loving**, **meditation-practicing** lifestyle you do.

No matter where you live, you can still make your life easier by using a Task Rabbit for your Ikea purchase or planning out your living space with a Sims-like app.

healthy women



A Glimpse of Wellness From the Global Wellness Summit 2017

By Sheryl Kraft

It's not often I get to immerse myself along with 500-plus others to hear international thought and industry leaders discuss the past, present and future state of health and wellness.

I've just returned from the Global Wellness Summit, organized by the [Global Wellness Institute](#). It's an annual gathering held this year at the gorgeous [Breakers Hotel](#) in Palm Beach, Florida. Past Summit locations included Austria, Mexico, Morocco, India, Indonesia, Turkey and Switzerland.

The attendees represent diverse sectors of the \$3.7 trillion global wellness industry in areas like fitness, finance, architecture, beauty, education, medicine, nutrition, spa, travel, tourism and more. I was honored and humbled to have been [chosen as one of the summit's 30 press delegates](#) to attend this information-filled gathering that fosters collaboration and innovation and opens a dialogue to solve shared problems and concerns.

I'm a knowledge nerd (my attempt to find words that sum up someone who could easily be a professional student), and the three intensive days I spent at the various panel-led discussions, general sessions, breakout sessions and hosted dining conversations allowed me to whet my desire to understand just how complicated—yet how simple—health and wellness can be.

Health and wellness is hardly a new concept, yet people continue to succumb to diseases that are largely preventable by lifestyle choices. One of the many major contributors: the influx of processed and unhealthy junk food, which is convenient, plentiful and relatively inexpensive. It's often cheaper and easier to get than healthy food. Sadly, cost is a driving force behind poor nutrition and obesity.

Dr. Andrew Weil—one of my health heroes for as long as I have been interested in health (and that's a very long time)—said that rather than having a health care system, our country has a disease-managing system. "Prevention doesn't pay," he said. Sad, isn't it?

But, there is a way to turn that around. We can all, as a group, make it better:

1. **It all starts with education.** Consumers need—and deserve—information that is easily understood and reliable. It also helps if it's conveyed so that they can connect it to their own experiences.

With so much information on television, in magazines and on the Internet, it can be tough to know how to sort through it all. Remember this: Consider the source. On the web, check out the "About Us" page, which can tell you who runs the site (it may be a branch of the government, a university, a health organization, hospital, business or other organization). Here's HealthyWomen's [About Us page](#). Then, judge the quality of the information being presented. Is it written in an authoritative voice? Is it reviewed before it's posted or does the site have an editorial board? These are specific checks that can help assure reliable, accurate information. Be skeptical if something seems too good to be true.

2. **Practitioners must model good health.** There's nothing more disheartening than seeing a medical professional who is overweight, unkempt or, worse, has the lingering odor of tobacco. (I've experienced this; I'm sure you have, too.) "You have to embody health," was Dr. Weil's message to health professionals. I agree. Patients need their health care professionals to provide a good role model, along with empathy, knowledge, communication and ethics.
1. **Spend more time in the company of people with good health habits.** Just as moods are contagious, so is good health. Think about it: You're out to dinner with friends. Aren't you more likely to order a salad and grilled fish if they are? Conversely, if your friends indulge in something unhealthy, you're more than likely to join in (and perhaps your—and their—guilt is assuaged by seeing others behave the same).

Large bodies of research support the fact that healthy lifestyle behaviors are contagious, from eating healthfully, [losing weight](#), working out, quitting smoking and limiting alcohol consumption to getting vaccinated.

Many people will argue that wellness can be tough and expensive. But what I see in my everyday life is that the ability to live a healthy and well life is all around. You just have to open your eyes and look. Be aware. Making healthy lifestyle choices *can* turn your health around!

Some of my everyday, easy, no-brainers:

- Sit less and stand more.
- Take the stairs, not the elevator.
- Park in the spot farthest from your destination.
- Snack when you're hungry—but snack on fresh fruits and veggies instead of sugar-laden empty calories. (Make it easy by cutting up some veggies ahead of time and storing them in clear bags within reach in the refrigerator.)
- Establish a relaxing bedtime ritual and good sleep hygiene to **ensure a good night's sleep**.
- Deal with stress, whether through therapy, meditation, breathing, yoga, exercise or any other safe and proven choice. Letting it fester is dangerous to your immune system and to your health.
- Watch your weight. Obesity is one of the biggest causes of chronic diseases and high health care costs in our country. Weight creeps up slowly, and many times catches us unaware. Studies show that we weigh more than Americans did 30-plus years ago, and it's not just because of diet and physical activity. Some hypotheses: The rise of the use of prescription drugs; exposure to more chemicals that might be altering our hormonal processes; a change in our microbiome (or gut bacteria). Learn more **shocking facts about obesity**.
- Get some exercise every single day. Even if you can't get to the gym, **make sure to move**. If you're watching television, get up during the commercials (rather than fast-forwarding) to stretch or do some jumping jacks or jump in place. Do push-ups against the kitchen counter. Use a standing desk, or stand up and pace when you're on the phone.
- Be aware of your **portion sizes**. They matter.
- Practice gratitude and forgiveness.
- Remember to smile and laugh and surround yourself with supportive family and friends.

The Global Wellness Summit—A Special Report

Posted By *NWI Member Elisabeth Doebling*, Friday, November 3, 2017

Updated: Thursday, November 2, 2017



From Left to right: Susie Ellis, Dr. Andrew Weil, Dr. Mehmet Oz, Dr. Dean Ornish, Dr. Michael Roizen, Elissa Epel, Ph.D., Louie Schwarzburg, Sue Harmsworth, Dr. Elke Benedetto-Reisch (Medical Dir, Lanserhof), Mindy Grossman (CEO, Weight Watchers), Dr. Paul Limburg & Dr. Richard Carmona

Well-being leaders descended on Palm Beach for the Eleventh Annual Global Wellness Summit (GWS) in October. This year's event was held at an iconic 121-year-old landmark, The Breakers. GWS is an international gathering that brings together leaders and visionaries for the purpose of creating and enhancing a positive impact on wellness as well as shaping the future of the global wellness industry. Team collaboration thrives within the daily programs. Trust is a constant at the Summit.

Held on October 9-11, this year's invite-only event featured over 600 delegates representing 43 countries. The Breakers proved the perfect host to this year's event, which included panel-led discussions, general sessions, small group breakout sessions, and dining conversations.

Sponsored by the Global Wellness Institute (GWI), a non-profit 501(c) (3), the leading global research and educational resource for the global wellness industry, the Summit drew attendees and presenters from science, medicine, well-being, research, and other sectors. GWI introduces major industry initiatives and regional events that bring together leaders as they chart the future of wellness. With a mission to empower organizations worldwide by educating public and private sectors about preventative health and wellness, GWI empowers wellness organizations by facilitating collaboration, providing global research and insights, triggering innovation, and advocating for growth and sustainability.

Sessions

"Living a Well Life", the 2017 theme, took on an enhanced meaning for the Summit. The three-day event featured an unprecedented lineup of over 50 speakers. Presenters included Louie Schwartzberg, Dr. Andrew Weil, Dr. Michael Roizen, Dr. Mehmet Oz, Dr. Dean Ornish, former United States Surgeon General Dr. Richard Carmona, and Elissa Epel, PhD.

First day sessions opened with the brilliance of Louie Schwartzberg, founder of Moving Art. Overhead screens offered a stunning display of the movement of flowers at high-speed resolution film. Schwartzberg linked nature as a truism for problem-solving for individual and team performance. In addition to this nature provides a link to a reduction in stress related to death and disease. A connection to nature provides for faster hospital recovery time, decreases blood pressure and heart rate, lowers the level of stress hormone, and improves short term-memory.

Richard Carmona, MD, 17th Surgeon General of The United States, noted that the United States spends 19% of the gross domestic product on health in his program "The Imperative for a Well life: 75 Percent of the Cost of Chronic Illness is Preventable". In addition- more than 75 cents in every dollar is spent on preventable diseases that are all caused by lifestyle choices.

Chris Jordan, Director of Exercise Physiology for Johnson & Johnson Human Performance Institute hit full stride with "We Don't Need More Time...We Need More Energy!". Jordan supports managing energy and not just time, which is best done by focusing and being in the moment. He also explained the four dimensions of energy – physical, mental, emotional and spiritual as well as how energy expenditure needs to be backed up with energy recovery.

Mohammad Gawdat, Chief Business Officer for Google (X), presented "Solve for Happy—Engineering Happiness". Google is known as a well-being leader and Gawdat presented the case for happiness in all aspects of work and life.

With a culture of caring, The Breakers operates from a familial standpoint and spirit. **Denise Bober**, VP Human Resources at the Breakers, **Garrett Kirk Jr**, Board Executive Committee Member, and **Paul Leone**, CEO, shared the stage with "Health & Well-Being: The Breakers Story". The program at The Breakers is one of the best well-being programs in the world, and Bober and team presented the business case for Well-Being, Breakers-style.

Kirk, Jr. started out with, "Our A Game today is our B game tomorrow. First, we make our people better. When they are good we make them even better. Then we keep going until they are extraordinary. We have to see possibility. An effective workplace wellness program is the toughest challenge for a company today but the most important benefit a company can give its employees."

Bober started the Workplace Wellness Program project 12 years ago, and credited its success from the get-go to her executive team.

Leone closed out the program by sharing measured balanced scorecard results. Since the inception of the well-being program, The Breakers has experienced increased team satisfaction, which in turn has generated an increase in customer satisfaction and growth.

In his presentation “The Plague of the Modern Era is Insanity”, **Mehmet Oz, MD**, explained that in the 19th century the major plague in the world was infection. Once we entered the 20th century it moved to chronic conditions like heart disease. Now in the 21st century it is the inability of people to be happy. Oz further discussed programs treating addiction, with the world of addiction treatment now a highly profitable business.

Andrew Weil, MD, challenged attendees to make well-being “fashionable” in “How to Really Help People Make Healthy Lifestyle Choices”. While advocating removing fast food restaurants and vending machines from health facilities and changing government food policy, Weil also encouraged people to spend time with those who have the good habits they admire and want for themselves. Moods are contagious. Weil showed the value in hanging out with happy and positive people to move forward in life.

Dr. Michael Roizen, Chief Wellness Officer of the Cleveland Clinic, presented “Living to 160”. Chronic disease management is responsible for 84% of all medical costs and 67% of those costs are in under 65-year-olds, noted Roizen. The major culprits are tobacco, poor food choices and overeating, physical inactivity, and unmanaged stress. Spending on Alzheimer’s Disease is predicted to go from \$184 Billion in 2010 to \$1,167 Billion in 2050. Healthcare in modern economies is becoming more expensive as we are treating chronic lifestyle diseases instead of implementing programs that prevent or reverse them.

Mary Anne and Thierry Malleret presented “10 Good Reasons to Go for a Walk and Other Wellness Ideas” as they championed daily walking as part of overall well-being. Walking is the path to creativity in the Silicon Valley workplace – witness Steve Jobs and Mark Zuckerberg. This fitness form has strong implications for corporate leaders and teams.

Elissa Epel, PhD, discussed telomeres, the ends of DNA strands, which resemble plastic tips at the end of your shoelaces. The longer the telomeres, the more likely a person will enjoy longevity. Telomeres shorten as humans age. DNA and experience of life, known as epigenetics, have a significant impact on the length of telomeres.

The co-author of the ground-breaking book, *The Telomere Effect*, Epel discussed adversity versus nurturance. Fear versus love. She also offered insight into creating happiness and purpose with those around us. Telomere health increases with the practice of meditation, and studies show that mind body activities actually boost telomere enzyme activity.

Wellness Moonshot Initiative

A global crisis is affecting the world both physically and mentally. Stark reality is that roughly 70% of all deaths each year are a result of preventable diseases (CDC), while the global cost of largely preventable chronic disease could reach \$47 trillion by 2030, according to the World Economic Forum. Clearly the GWI has been watching these numbers.

On the opening day of the 2017 GWS a major initiative was launched. Health and wellness leaders united behind the first global commitment to achieve a world free of preventable disease, a Wellness Moonshot that is arguably as urgent as it is massive in scope. Wellness Moonshot was delivered to an enthusiastic overflow crowd at the Eleventh Summit.

GWI Chairman and CEO Susie Ellis said "The time has come to pool our resources—knowledge, access, funding—and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease. Unlike President Kennedy's famous moonshot to send a man to the moon, where it was clear when the 'mission was accomplished' – this moonshot will require not one, but many incremental steps forward for humankind."

GWI's initial focus will be on information campaigns to bring global attention to the Wellness Moonshot: from which prevention initiatives are most needed, and where – to educating the world about high-impact global projects that are tackling preventable disease, and to drive new interest and resources to them. In addition, Ellis noted that GWI will catalyze stakeholders from both the private and public sectors to coordinate, collaborate, and commit to the Wellness Moonshot.

Ellis further added, "As each wellness and integrative medical leader came to the stage to offer support and 'best ways forward' to achieve the Moonshot, I felt profound excitement and hope. Every one of them has already contributed mightily to a world free of preventable disease – and their work has, for years, been moving the needle. Also as each luminary came to the stage, it was really the first time that I didn't see them as individuals: as representing Dr. Weil's ideas or Dr. Oz's ideas – or the Cleveland Clinic's or Mayo Clinic's – or the US or German perspective. I realized that we were all on the same strong team, and the entire audience was as well. These top wellness experts didn't 'lead' the audience, they were representatives of the audience – where everyone's input is helpful and equal.

Following the announcement Schwartzberg added, "I was deeply honored to be included in the group announcement. What we need is a new story, a story about Wellness and preventive medicine being the practice and the path of medical care instead of the treatment of disease when doctors are caring for the patient when it's too late. As a filmmaker and story-teller I hope to enable my fellow moonshot leaders and doctors to get their story out, about the paradigm shift in consciousness that we need in our healthcare system and in each individual's worldview."

According to GWS attendee Fikry Isaac, MD (former Chief Medical Officer of Johnson & Johnson) and previous program presenter, "When I was in the room I immediately sensed excitement –that we were no longer talking about addressing disease but the prevention of disease. Making engagement and setting the bar higher to what should be done. I have full confidence that Moonshot will be a game-changer moving us worldwide from an ill care system to a well-care system."

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

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.



Chi Flow programme, Weight Watchers

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.

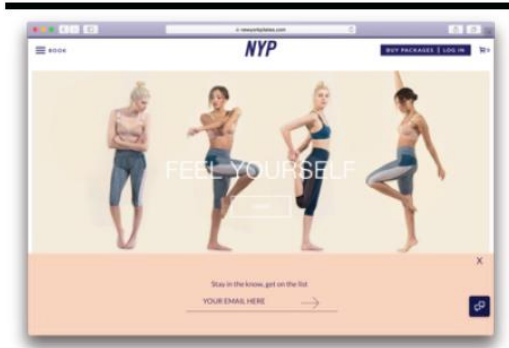


Wellness Millennials

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

OCEAN DRIVE

EASY TIPS TO STAYING FIT FROM DR. OZ

By Katie Jackson | October 5, 2017 | [People](#)

New York Times best-selling author and Emmy award-winning TV personality Dr. Mehmet Oz jets to South Florida this month to share his health expertise at the Global Wellness Summit.



The Breakers Palm Beach hosts this month's Global Wellness Summit, featuring Dr. Oz.

You may recognize him as Oprah Winfrey's on-air physician or from his own popular spin-off The Dr. Oz Show, with informative segments on everything from flat-tummy hacks to how to avoid fake foods in restaurants or holistically conquer fatigue.

Whatever the medical matter, Dr. Mehmet Oz is a fountain of knowledge and one of America's most respected wellness experts. And luckily for South Florida, the in-demand doctor will be joining a panel chock-full of industry innovators this month at the 11th annual Global Wellness Summit.

"People throughout the world seek health, and different cultures find it in different ways," he says.

"There's so much wisdom available, and we should be sharing that amongst ourselves. We can then identify the best practices and share them with others who may not have [access]."

Held at The Breakers Palm Beach, the three-day summit will bring together health leaders from across the world to create a global wellness dialogue through interactive discussions, specially hosted dining conversations and break-out sessions. "I'm going to talk a lot about the prevention of illness, which has really changed the wellness industry within the last decade," says Dr. Oz.

Prevention is the main subject of his latest book, *Food Can Fix It: The Superfood Switch to Fight Fat, Defy Aging, and Eat Your Way Healthy*, released last month. The tome highlights the importance of how eating a diet rich in superfoods can reverse disease as well as stop it from forming. So what's the superfood of 2018? "Cottage cheese and nuts," he says. "People who eat full-fat foods do better and stay satiated." According to Dr. Oz, intermittent fasting (where you don't eat anything for 12 hours per day) can also allow you to reap major health rewards. "The human body is designed to be rebooted and take some time off, and this allows it to get back to the way it should be." *Catch Dr. Oz at the Global Wellness Summit, which will take place at The Breakers Palm Beach from Oct. 9-11, globalwellnesssummit.com*

Tags: OCTOBER 2017

Categories: PEOPLE

PORTRAIT BY ART STREIBER/SONY PICTURES TELEVISION



New Research on the Booming Wellness Lifestyle Real Estate & Communities Market Released by Global Wellness Institute

Wellness-focused homes/communities are suddenly seeing high consumer demand, high premiums, and an incredible pipeline: from a handful of projects a decade ago, to 600+ built, or in development, around the world today

Palm Beach, FL – October 10, 2017 – Each year the Global Wellness Institute (GWI) produces an in-depth research report on fast-growing wellness segments, and this year the focus is on the wellness lifestyle real estate and communities market. Today, at the Global Wellness Summit taking place at The Breakers-Palm Beach, GWI researchers presented key findings from their report “Build Well To Live Well” – revealing that if the extraordinary consumer spending on “all things wellness” has been slow to come to the places where we live, that’s now changing fast.

Consumer demand for wellness lifestyle real estate and communities is on the rise globally: in the U.S. alone, there are an astonishing 1.3 million potential buyers each year. In addition, homes designed to improve people’s wellness are now commanding 10-25% higher price premiums. And if as recently as the mid-2000s, there were only a dozen projects under development, today there are 600-plus global projects built, partially built, or in the pipeline – each one with a unique “wellness proposition.”

“The home is the last frontier in wellness, and this is the most important research we’ve undertaken, not just because it’s a hot new industry market – but because it’s about where and how we live,” said GWI Sr. Researcher, Katherine Johnston. “Our homes and communities have had a massive, increasingly negative impact on our well-being, as they were designed following templates set up decades ago to meet the health and lifestyle needs of a radically different era. But now we’re at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation, etc. – and it’s creating powerful opportunities.”

KEY FINDINGS:

THE MARKET

Roughly 20% of all consumer spending is on housing (people’s largest, most important investment) – or over \$8 trillion globally each year.* In 2017, the GWI pegged the wellness lifestyle real estate and communities market at \$119 billion, growing at a fast 9% a year – and estimated that it would jump to \$153 billion by 2020. While this is big, wellness real estate is still less than half the size of the green building industry (\$260 billion), and less than 2% the size of the global construction industry.

DEFINITIONS

The new research defines wellness lifestyle real estate as “homes and buildings proactively designed and built to support the holistic health of their residents.” A wellness community is “a group of people, living close by, who share common goals, interests and experiences, to pursue wellness in a holistic, multidimensional way.” Wellness real estate does not equal a wellness community; the magic happens when the real estate part provides the foundation that enables the wellness community part to thrive.

DIFFERENTIATORS

GWI’s research puts a strong focus on the community component because it’s a fundamental human need to connect with other people in this age of loneliness and social alienation. Rebranding real estate developments as “wellness communities” by highlighting a few healthy features/amenities is “well-washing” and confuses consumers. To prevent this, the report highlights several key ingredients that move wellness real estate to a true wellness community.

– From passive to active wellness

Tackling the unhealthy home environment, using materials, technologies and design to improve air, water, sound and lighting, is crucial, if passive, wellness. To achieve active wellness, we need exercise facilities, and many design features (sidewalks, porches, stairways, strategic placement of parking, public space, etc.) that make it a “default” to engage in healthy activities: walking instead of driving, gardening, socializing with other people. Examples: The Interlace (Singapore) or Via Verde (Bronx, NY)

– From hardware to software

The hardware is the building, structure and facilities – the real estate. But a community is a dynamic, living organism. “Soft” infrastructure, including classes, programs, music, arts, and family events (activities that draw people together for a common purpose), is needed to nurture a real culture of wellness. Example: Serenbe, Georgia

– From ME to WE

Wellness real estate can support healthy individual lives, focusing on exercise, sleep, organic food, etc. – but ME-centric living can be a wellness cocoon. WE is the DNA of a wellness community, which is about social connectivity, and a broader awareness that our actions affect other people and our planet. It’s about designing housing and environments that are not only net-zero, but net-positive to the social and physical environment. Example: BedZED, UK

DEMAND

Global surveys (from India to the UK) show fast-rising consumer demand for healthier homes. For instance, American Lives’ recent survey of American households with incomes over \$75K revealed that 25% are already “very interested” in living in a wellness community. GWI estimates that this translates into 1.3 million potential buyers in the U.S. who are looking for wellness communities each year...a number greatly exceeding supply.

PRICE PREMIUMS

While many wellness real estate/communities projects are positioned as affordable or market rate, this research is the first to reveal that homes positioned at the middle and upper ends of the market are currently achieving price premiums of 10-25% over comparable regional properties, based on a global cross-sectional analysis of sales prices of fully and partially built wellness-focused developments.

POWERFUL PIPELINE WITH DIZZYING DIVERSITY

The pipeline of wellness living projects has accelerated dramatically and gone global over the last five years: from a handful of developments to over 600 today (and with more announced each month).

Every project is unique. Urban highrises that provide healthy indoor environments and wellness amenities for people living in crowded megacities (Muse Residences – Miami, Afiniti – Malaysia, Serein – India.) Suburban planned communities encourage active lifestyles and connection to nature, with walking/biking paths, organic farms, and extensive social programming (Harvest – Texas, Selendra Rise – Australia). Resort-based real estate gives residents 24/7 access to world-class spa and wellness programs (Canyon Ranch Living – Arizona/Massachusetts, Sangha – China, Tao – Mexico). Some communities integrate healthy residences with innovative wellness/health industry clusters (Lake Nona – Florida, Oceanside – Australia, Llanelli Wellness Village – Wales, WorldCare Wellness Village – Dubai). Some target singles, families, seniors, millennials, or healthy multigenerational living. Some cost millions of dollars while others target low-income people.

“People spend \$3.7 trillion on their wellness every year, but they spend \$8 trillion on homes that often encourage unhealthy lifestyles. Then we spend another \$7.6 trillion on health expenditures to fix those problems. The math doesn’t add up: \$20 trillion not working in the same direction: to make us healthier,” noted Ophelia Yeung, GWI Sr. Researcher. “We predict that in the next several decades, building our homes and neighborhoods for human wellness will become the default approach, not simply a trend.”

FULL REPORT: JANUARY 2018

These highlights were presented today from the 80-plus page report to be released in January at a NYC press event, packed with detailed info including updated market size data (globally and regionally), diverse case studies, full global pipeline info, a dashboard to measure the wellness impacts of these projects – and more.

RESEARCH SPONSORS

The 2018 report, “Build Well to Live Well: Wellness Lifestyle Real Estate and Communities”, was underwritten with support from the following industry leaders: Canyon Ranch, Delos, Herbalife Nutrition, iGetBetter, Lapinha, LightStim, Rancho La Puerta Fitness Resort and Spa, Rezilir Health, Seabourn Cruises, Serenbe, Six Senses, The BodyHoliday, Two Bunch Palms and Universal Companies.

For more information, contact Beth McGroarty: beth.mcgroarty@globalwellnessinstitute.org or (+1) 213-300-0107

*Euromonitor data, 2017

About the Global Wellness Institute: The [Global Wellness Institute](https://www.globalwellnessinstitute.org) (GWI), a non-profit 501(c)(3), is considered the leading global research and educational resource for the global wellness industry, and is known for introducing major industry initiatives and regional events that bring together leaders to chart the future. GWI positively impacts global health and wellness by advocating for both public institutions and businesses that are working to help prevent disease, reduce stress, and enhance overall quality of life. Its mission is to empower wellness worldwide. www.globalwellnessinstitute.org

OZSEEKER

Leisure Property Development

GWII highlights findings from first wellness community study

Abi Smith · 16th October 2017 · 0 Comment



Wellness communities are seeing high consumer demand, according to new research from the Global Wellness Institute due out in January.

GWII researchers Ophelia Yeung and Katherine Johnston presented key findings from their report, *Build Well to Live Well*, at the Global Wellness Summit being held this week in Palm Beach, Florida.

Johnston and Yeung called the report "the most important research we've undertaken".

"It's not just because it's a hot new industry market – but because it's about where and how we live," said Johnston.

Johnston and Yeung reported that consumer demand for wellness lifestyle real estate and communities is on the rise globally. They estimate that in the US alone, there are 1.3 million potential buyers each year.

Johnston said the GWI has defined wellness real estate as “homes or buildings proactively designed and built to support the holistic health of their residents” and that wellness communities are “focused on people living in close proximity who share common goals, interests and experiences in proactively pursuing wellness in a holistic, multidimensional way”.

The GWI has tracked more than 600 projects across the globe that meet these definitions, many of which are still in development. Its research has shown that homes in these wellness communities are commanding higher price premiums of between 10 and 25 per cent.

“Our homes and communities have had a massive, increasingly negative impact on our wellbeing, as they were designed following templates set up decades ago to meet the health and lifestyle needs of a radically different era,” said Johnston. “But now we’re at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation etc – and it’s creating powerful opportunities.”

The GWI has valued the wellness lifestyle real estate and communities market at US\$119bn – growing fast at nine per cent a year – and estimates that it will jump to US\$153bn by 2020.

“People spend \$3.7 trillion on their wellness every year, but they spend \$8 trillion on homes that often encourage unhealthy lifestyles,” said Yeung. “Then we spend another \$7.6 trillion on health expenditures to fix those problems. The math doesn’t add up – \$20 trillion not working in the same direction – to make us healthier.

“We predict that in the next several decades, building our homes and neighbourhoods for human wellness will become the default approach, not simply a trend.”

The full 80-page report will be released in January 2018 at a press event in New York.

Source: *Spa Business*

GLOBAL WELLNESS INSTITUTE LAUNCHES WELLNESS MOONSHOT: DESTINATION—A WORLD FREE OF PREVENTABLE DISEASE

October 10, 2017 Written by [Admin TOA](#) Published in [Health](#) [0](#) comments

GLOBAL WELLNESS ECONOMY



Lifestyle related diseases and the continuously skyrocketing cost of healthcare are creating a global crisis that is affecting us both physically and mentally. The stark reality is that roughly 70% of all deaths each year are a result of preventable diseases (CDC), while the global cost of largely preventable chronic disease could reach \$47 trillion by 2030, according to the World Economic Forum. On the opening day of the 2017 Global Wellness Summit, health and wellness leaders united behind the first global commitment to achieve a world free of preventable disease, a moonshot that is arguably as urgent as it is massive in scope.

"The time has come to pool our resources—knowledge, access, funding—and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease," said Susie Ellis, Chairman and CEO of the non-profit Global Wellness Institute (GWI). "Unlike President Kennedy's famous moonshot to send a man to the moon, where it was clear when the 'mission was accomplished' – this moonshot will require not one, but many incremental steps forward for humankind."

Ellis was joined by Dr. Richard H. Carmona, 17th Surgeon General of the United States and current Chief of Health Innovation, Canyon Ranch, in announcing the Wellness Moonshot, which received an enthusiastic response from the 600+ delegates, representing health and wellness across a sea of sectors including fitness, mental wellness and mind-body, nutrition, workplace wellness, technology, complementary medicine, integrative medicine, architecture and real estate, and spa and tourism.

"The world is increasingly plagued by largely preventable chronic diseases, and the crippling economic burden that comes with them. This call to action is absolutely critical, refocusing on humankind's most pressing need," said Dr. Carmona. "The Global Wellness Institute is the right organization to launch this moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors."

Dr. Mehmet C. Oz, Professor of Surgery, Columbia University, and host, The Dr. Oz Show, reminded delegates, "We have to be brave enough to take on this moonshot – we need to really accelerate (the focus on prevention)." And Dr. Dean Ornish, Founder and President, Preventive Medicine Research Institute, said, "I salute this moonshot and project. It is a much needed, organized way to create transformation...it's the right idea at the right time."

As an umbrella organization that brings together often siloed forces and sectors all working to build a healthier world, the GWI will bring the issue of preventable disease to the forefront in its research and education efforts and commitment to forge even more collaborations to create new paths for action. The organization's initial focus will be on information campaigns to bring global attention to the Wellness Moonshot: from which prevention initiatives are most needed, and where – to educating the world about high-impact global projects that are tackling preventable disease, to drive new interest and resources to them. In addition, Ellis noted that GWI would catalyze stakeholders from both the private and public sectors to coordinate, collaborate and commit to the Wellness Moonshot.

Global Wellness Summit Goes Tech: Bitcoin, Blockchain, AI and More

October 5, 2017 | [Contact Author](#)



With technology and business models changing faster than ever before, the [Global Wellness Summit](#) taking place October 9-11 2017, in Palm Beach, Florida plans to address the future disruptions that will most impact the wellness industries.

Disruption experts like Frits Dirk Van Paasschen (former CEO, Starwood; author of *The Disruptors' Feast*), Paul Price (CoCreativ), David McCaughan (Ai.agency), Maggie Hsu (Zappos), Alia Crum (Stanford University), Laurie Racine (Lifesquare, Inc.) and Ramesh Caussy (Partnering Robotics) will analyze the technology and business trends that will reshape the future: AI, virtual reality, bitcoin, blockchain, robotics, and more.

We have all seen businesses that were either change-blind, or simply too slow to react. -Frits Dirk Van Paasschen

"We have all seen businesses that were either change-blind, or simply too slow to react," said Van Paasschen. "I'm excited as one of the presenters to explore how the same patterns of disruption are affecting wellness in our lives and to see how the wellness industry can navigate through a world of ever more disruption."

The Speakers

Key speaker highlights include:

- Van Paasschen's keynote, "Wellness in the Age of Disruption," will explore how change is not only wreaking havoc on companies but also on social structures, and how we need entirely new traditions to reclaim control of our businesses and lives.
- David McCaughan led communication strategies for a variety of brands with global advertising agency, McCann for three decades. He now serves as chief strategy officer at Ai.agency, using artificial intelligence tools to discover and track the key narratives driving brands and category opportunities. His keynote is entitled "Beauty, Wellness & Artificial Intelligence: Finding the Narratives that Matter."
- Paul Price is an award-winning digital marketing leader and group CEO of CoCreativ, a new group of best-in-class creative solutions for digital commerce. In his keynote "WHAT IF: Imagining the Unimaginable Impact of Technology on Your Business" he will share his playbook for digital marketing in the 21st century, along with his top 10 plays for growing customers in the wellness category using the most powerful marketing technology applications.
- Maggie Hsu is an adviser at [Zappos.com](https://www.zappos.com) (and former director of strategy for brands and commercial services at Hilton Worldwide and consultant at McKinsey & Company). Her keynote "Virtual Reality, Augmented Reality, Bitcoin and Blockchain for Wellness: Fad or Future?" will explore the most transformative new technologies, to identify which make the most sense (or not) for the wellness industries.
- Alia Crum, PhD, is an assistant professor of psychology at Stanford University, principal investigator of Stanford's Mind & Body Lab and health director at the university's SPARQ (Social Psychological Answers to Real-world Questions). Her keynote "Understanding the Positive Implications of the Placebo Effect" will present new research on the eye-opening role of mindset in shaping the effects of diet, exercise and stress. Crum has received the National Institutes of Health "New Innovator Award."
- Laurie Racine is CEO of Lifesquare, a startup that is changing the way people connect and communicate critical health information among in-hospital teams and, most importantly, between people as they go about their daily lives. She has spent the last 20 years investing in, founding or running companies like dotSub, Creative Commons, Startl and Lulu Enterprises. A champion of women founders, Laurie also advises or sits on the board of The Skimm, littleBits and Open Road Integrated Media.
- Ramesh Caussy, PhD is CEO and founder of France-based Partnering Robotics, and president of Roboethics. He has worked for various Fortune 500 tech companies (Intel, Alcatel, 3com) contributing greatly to breakthroughs such as the release of XDSL, connected Palmor, and the Intel Connected TV platform. His talk (and immersive experience) is "Meet the Wellness Robot", showing how this technology can enhance human wellness.

Experiencing the Technology

With a conference theme of "Living a Well Life," summit attendees will not only hear about disruptive wellness technologies, they will experience them. There will be DNA and personal biomarker testing, a "wellness robot" and new technology that makes real-time access to people's health information a reality.

From Paris to Palm Beach

by Elisabeth A. Doehring

Kentucky native Paul N. Leone makes his mark in the hospitality industry



Paul N. Leone bleeds Kentucky true blue. Every facet of his life has prepared him for taking the helm at The Breakers, the 125-year-old iconic luxury hotel in Palm Beach that Leone leads today. He remains family-loyal to his South Florida team and his Bluegrass roots.

To watch Leone—chief executive officer and president of the Flagler Systems, Inc., of which The Breakers is a subsidiary—in action is to watch the embodiment of a Kentucky work ethic instilled at a young age. Season that with a hands-on leader who places full trust in his team, and you have The Breakers' secret to employee success and guest satisfaction.

Growing up, Leone worked on the family farm; lived at his family's Starlight Motor Court motel in Paris for two years while in high school, where he swept the parking lot and washed laundry; and waited tables, prepped food, washed dishes and developed relationships with guests at his family's 50-seat Italian restaurant. From those experiences, Leone got the hospitality bug early. "It was natural at our mom-and-pop operation to treat everyone on our team and our guests like family," Leone said. "That led to great employee engagement and retention, as well as superior guest retention—all key drivers of our business today here at The Breakers."

After graduating from the University of Kentucky in 1980 with a degree in accounting, Leone embarked on a three-year stint with the Coopers & Lybrand accounting firm, first in Louisville and then at the company's West Palm Beach office. While still new to the Palm Beach location, Leone was selected by the firm's largest client, The Breakers, to complete a six-week audit. Soon afterward, he was named controller at the five-star hotel, beginning a three-decade career there.



The Breakers

Opened in 1896 by oil, real estate and railroad tycoon **Henry Flagler**, The Breakers is world-renowned. Still run by the same founding family, the **Kirks**, the Italian Renaissance-style hotel includes a who's who guest list. **Rockefellers**, **Vanderbilts** and **Astors** have been registered guests, along with heads of state and European nobility. Noted Kentuckians—including former **Gov. John Y. Brown Jr.**; **Jack Givens**, the star of the 1978 UK NCAA men's basketball championship team; past UK football coach **Fran Curci**; and UK President **Eli Capiluto**—have all stayed at The Breakers.

The resort's team members are family for Leone. When The Breakers Vice President of Human Resources **Denise Bober** and Director of Team Member Development **Pat Ciavola** approached Leone and The Breakers leadership with the precursor to the Johnson & Johnson Human Performance Institute's well-being program, the program was quickly embraced and developed. In 2002, a well-being program second to none in the United States was established. Guest surveys and cost benefits of the program pour in each year. The Breakers has achieved an 82 percent employee retention rate, putting the resort well below the U.S. industry average turnover of 31 percent, according to a 2015 Deloitte hospitality industry report. The Breakers hires approximately one of 23 job applicants.

In October 2017, The Breakers hosted the 11th Annual Global Wellness Summit (GWS). This marked the first time an individual hotel property was selected as the host sponsor. According to **Susie Ellis**, CEO and chairman of the Global Wellness Institute, "The Breakers-Palm Beach is one of the world's top resort hotels, and much of that credit goes to their CEO, Paul Leone. Paul has been in the leadership role there for nearly three decades, and the culture he has created—with its extraordinary emphasis on employee well-being—is second to none. This was the key reason we selected The Breakers for the 2017 GWS and also a critical reason that The Breakers team was interested in hosting our Summit. It allowed them [Leone, Bober and owner **Garrett Kirk**] to communicate a strong message to their team about their commitment to their well-being and was a tremendous way to showcase the incredible things they've accomplished to global leaders in wellness."



Opening day of the general session of the Global Wellness Summit. From left, Susie Ellis, CEO and chairman of the Global Wellness Institute; Denise Bober, vice president of human resources at The Breakers; Paul N. Leone, chief executive officer and president of Flagler Systems, Inc.; and Garrett Kirk, owner of The Breakers and board member of the Executive Committee of Flagler Systems, Inc.

As part of the keynote group on stage at the Summit's opening-day program with The Breakers team, Ellis reflected on Leone's legacy following the event. "Paul shared his leadership philosophy that has resulted in best-in-class employee fulfillment, guest satisfaction, community service and financial performance. To me, he described his philosophy as 'servant leadership': the servant leader shares power, puts the needs of others first and helps develop and perform at the highest levels possible. It's no wonder that he has created a team of 2,000 happy employees, thousands of satisfied guests, a strong bottom-line and a reputation for unparalleled community service."

When not hosting the GWS or other major events or directing Flagler Systems, Leone likes to catch his beloved Kentucky Wildcats on the big screen. The Breakers' leader is equally at home sporting a UK silk tie or a UK T-shirt and makes annual courtside pilgrimages to Rupp Arena. "I'm nothing short of a UK basketball fanatic!" he said with a laugh.



A GLIMPSE OF WELLNESS FROM THE GLOBAL WELLNESS SUMMIT 2017

It's not often I get to immerse myself along with 500-plus others to hear international thought and industry leaders discuss the past, present and future state of health and wellness.

I've just returned from the Global Wellness Summit, organized by the Global Wellness Institute. It's an annual gathering held this year at the gorgeous Breakers Hotel in Palm Beach, Florida. Past Summit locations included Austria, Mexico, Morocco, India, Indonesia, Turkey and Switzerland.

The attendees represent diverse sectors of the \$3.7 trillion global wellness industry in areas like fitness, finance, architecture, beauty, education, medicine, nutrition, spa, travel, tourism and more. I was honored and humbled to have been chosen as one of the summit's 13 press delegates to attend this information-filled gathering that fosters collaboration and innovation and opens a dialogue to solve shared problems and concerns.

I'm a knowledge nerd (my attempt to find words that sum up someone who could easily be a professional student), and the three intensive days I spent at the various panel-led discussions, general sessions, breakout sessions and hosted dining conversations allowed me to whet my desire to understand just how complicated—yet how simple—health and wellness can be.

Health and wellness is hardly a new concept, yet people continue to succumb to diseases that are largely preventable by lifestyle choices. One of the many major contributors: the influx of processed and unhealthy junk food, which is convenient, plentiful and relatively inexpensive. It's often cheaper and easier to get than healthy food. Sadly, cost is a driving force behind poor nutrition and obesity.

Dr. Andrew Weil—one of my health heroes for as long as I have been interested in health (and that's a very long time)—said that rather than having a health care system, our country has a disease-managing system. "Prevention doesn't pay," he said. Sad, isn't it?

But, there is a way to turn that around. We can all, as a group, make it better:

1. **It all starts with education.** Consumers need—and deserve—information that is easily understood and reliable. It also helps if it's conveyed so that they can connect it to their own experiences.

With so much information on television, in magazines and on the Internet, it can be tough to know how to sort through it all. Remember this: Consider the source. On the web, check out the "About Us" page, which can tell you who runs the site (it may be a branch of the government, a university, a health organization, hospital, business or other organization). Here's HealthyWomen's About Us page. Then, judge the quality of the information being presented. Is it written in an authoritative voice? Is it reviewed before it's posted or does the site have an editorial board? These are specific checks that can help assure reliable, accurate information. Be skeptical if something seems too good to be true.

2. **Practitioners must model good health.** There's nothing more disheartening than seeing a medical professional who is overweight, unkempt or, worse, has the lingering odor of tobacco. (I've experienced this; I'm sure you have, too.) "You have to embody health," was Dr. Weil's message to health professionals. I agree. Patients need their health care professionals to provide a good role model, along with empathy, knowledge, communication and ethics.

3. **Spend more time in the company of people with good health habits.** Just as moods are contagious, so is good health. Think about it: You're out to dinner with friends. Aren't you more likely to order a salad and grilled fish if they are? Conversely, if your friends indulge in something unhealthy, you're more than likely to join in (and perhaps your—and their—guilt is assuaged by seeing others behave the same).

Large bodies of research support the fact that healthy lifestyle behaviors are contagious, from eating healthfully, losing weight, working out, quitting smoking and limiting alcohol consumption to getting vaccinated.

Many people will argue that wellness can be tough and expensive. But what I see in my everyday life is that the ability to live a healthy and well life is all around. You just have to open your eyes and look. Be aware. Making healthy lifestyle choices *can* turn your health around!

Some of my everyday, easy, no-brainers:

- Sit less and stand more.
- Take the stairs, not the elevator.
- Park in the spot farthest from your destination.

- Snack when you're hungry—but snack on fresh fruits and veggies instead of sugar-laden empty calories. (Make it easy by cutting up some veggies ahead of time and storing them in clear bags within reach in the refrigerator.)
- Establish a relaxing bedtime ritual and good sleep hygiene to ensure a good night's sleep.
- Deal with stress, whether through therapy, meditation, breathing, yoga, exercise or any other safe and proven choice. Letting it fester is dangerous to your immune system and to your health.
- Watch your weight. Obesity is one of the biggest causes of chronic diseases and high health care costs in our country. Weight creeps up slowly, and many times catches us unaware. Studies show that we weigh more than Americans did 30-plus years ago, and it's not just because of diet and physical activity. Some hypotheses: The rise of the use of prescription drugs; exposure to more chemicals that might be altering our hormonal processes; a change in our microbiome (or gut bacteria). Learn more shocking facts about obesity.
- Get some exercise every single day. Even if you can't get to the gym, make sure to move. If you're watching television, get up during the commercials (rather than fast-forwarding) to stretch or do some jumping jacks or jump in place. Do push-ups against the kitchen counter. Use a standing desk, or stand up and pace when you're on the phone.
- Be aware of your portion sizes. They matter.
- Practice gratitude and forgiveness.
- Remember to smile and laugh and surround yourself with supportive family and friends.

Global Wellness Summit Honours

📅 October 26, 2017 📄 Accolades 👤 No Comments ✉ Email

The 2017 Global Wellness Summit presented Chief Executive Officer Neil Jacobs of Six Senses Hotels Resorts Spas with its Leader in Sustainability award. The annual conference, which was held in Palm Beach, Florida, brings together leaders and top-level decision makers from all parts of the world to solve shared problems and contribute to shaping the future of the wellness industry. The Global Wellness Awards honor outstanding industry leaders in seven categories.



Commenting on the prestigious award made to Neil Jacobs, the Global Wellness Summit affirms that human wellness is crucially linked to the health of the planet and environment, and that this award honours a leader or innovator in, or advocate for, sustainability in all its diverse forms. Neil Jacobs has combined his creative vision of global hospitality and his passion for sustainability, impacting how people view their destination experiences. The Leader in Sustainability award was presented by Mary Tabacchi, Global Wellness Summit advisory board member and PhD, RD, Professor Emerita at Cornell University.

Founded at the beginning of the 2000s, the spirit of the Global Wellness Summit is one of a shared purpose, where speakers, presenters and panelists refrain from promoting themselves and their companies to ensure that the exchange of ideas, debates and strategies are for the good of their industry, the consumers they serve and the planet they share.

In receiving the Leader in Sustainability award, Neil Jacobs said that he was accepting the award for everyone who makes up the Six Senses family and who works together with a common mission to promote responsible sustainability practices, and who keeps Six Senses at the forefront of innovation in the global hospitality and lifestyle sector. Sustainability is a key consideration in the development, design and daily operations at each Six Senses location. Efforts are made to act responsibly in measuring and minimising each resort's carbon footprint and impact on the environment, all through active management of energy, water, waste, biodiversity, purchasing and chemicals usage.

Jacobs cited how Six Senses has successfully brought together the resort and spa operations with programs that combine the expertise of both. The result so far includes **Sleep With Six Senses**, a program that helps guests get their best night's sleep and **Six Senses Integrated Wellness**, a program that has been endorsed and developed by highly respected doctors and wellness professionals that blends high-tech science with ancient healing traditions, alternative therapies and holistic spa treatments.

New initiatives that will be launched in 2018 include **Eat With Six Senses**, a program that is based on a respect for local and seasonal food cultures and traditions, cutting-edge nutritional research and a commitment to sustainable practices. A Jet Lag program for guests and **Grow With Six Senses** which encourages healthy lifestyles for younger guests is also in the works.

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Global Wellness Summit announces winners of Global Wellness Awards

Tatiana Rokou - 20 October 2017, 00:18

Dr. Richard Carmona first to win for Leader In Social Impact. Members of the GWS Advisory Board selected all winners and along with award sponsors presented honorees with their awards at the annual Summit held at The Breakers Palm Beach.



MIAMI, FL – The **Global Wellness Summit (GWS)** announced winners of its prestigious **Global Wellness Awards**, which honor outstanding industry leaders in seven categories. Dr. Richard Carmona, M.D., the 17th Surgeon General of the United States and Chief of Health Innovation, **Canyon Ranch**, received the Summit's first Leader in Social Impact award for his commitment to expand access to health and wellness to all people around the world.

In a surprise announcement, **Susie Ellis**, Chairman and CEO of the Global Wellness Summit, introduced **Jane Iredale**, founder of **Iredale Mineral Cosmetics, Ltd**, who presented spa and wellness visionary **Deborah Szekely** with the first GWS Wellness Award for Living a Well Life. Szekely—who recently celebrated her 95th birthday—co-founded Rancho La Puerta in 1940 and the Golden Door in 1958. Recognized for embodying wellness principles and practices throughout her life, she received a standing ovation from delegates who gathered to honor her renowned contributions to the industry.

"I'd like to congratulate this year's Global Wellness Award winners and thank the sponsors and the Global Wellness Summit Advisory Board for making these important honors possible," said Ellis. "These outstanding individuals have made significant contributions to the industry—and their dedication and creativity furthers our goal to bring health and wellness to people around the globe."

Members of the GWS Advisory Board selected all winners and along with award sponsors presented honorees with their awards at the annual Summit held at The Breakers Palm Beach.

GWS Social Impact Award

The Social Impact Award, which honors a leader who has worked to make it possible for more people and societal groups to live healthier, happier lives, was presented to Dr. **Richard Carmona** by **Dilip Barot**, founder of **Amrit Ocean Resort and Residences** in Riviera Beach, Florida.

"The Social Impact Award is close to my heart," said Barot. "Giving and sharing what we have with others, especially those in need, has been instilled in me from my childhood."

In his emotional acceptance, Dr. Carmona—who also received a standing ovation from delegates—said, *"I have been inspired to help others by being hungry and homeless as a child. I am humbled, flattered and undeserving of this award, and being part of this team is the best honor I could have received."*

Raised in Harlem, of Puerto Rican descent, Dr. Carmona is a nurse, physician, police officer, public health official, combat-decorated Vietnam veteran, and the 17th Surgeon General of the United States. He has used his position on the world stage to advocate for disease prevention, and for access to health services for the underserved. He is also a member of the board of the Global Wellness Institute, and is working to achieve the recently announced Wellness Moonshot and a world free of preventable disease.

GWS Living a Well Life Award

Jane Iredale, who presented the Living A Well Life award to Deborah Szekely said, *"When we think about who was the first person to receive this award, we will say, how appropriate, how deserving, how inspiring that it was given to Deborah."* Szekely remarked, *"The award will be on my desk to remind me to deserve it."*

Szekely is recognized for her lifelong commitment to wellbeing and for inspiring others to learn from her example.

All 2017 Global Wellness Award Winners

The complete list of Global Wellness Award winners includes these wellness leaders who received their awards from the presenting sponsors, accompanied by members of the Global Wellness Summit Advisory Board.

Leader in Innovation: Steve Nygren, Co-founder of Serenbe

Presenting Sponsor: Sammy Gharieni, founder and CEO of the Gharieni Group

GWS Advisory Board: Tony deLeede, Founder, Gwinganna Lifestyle Retreat, Australia

The award is presented to a global innovator from any wellness sector. Nygren created one of the first wellness communities in the world to protect the rural land just outside of Atlanta known as Chattahoochee Hill Country.

Leader in Sustainability: Neil Jacobs, CEO of Six Senses Hotels Resorts Spas

Presenting Sponsor: Donald Mayer, Global Business Development Manager, UL Environment

GWS Advisory Board: Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University, U.S.

This award honors a leader or innovator in, or advocate for, sustainability in all its diverse forms. Jacobs has combined his creative vision of global hospitality and his passion for sustainability, impacting how people view their destination experiences.

Leading Woman in Wellness: Julie Bach, Founder of Wellness for Cancer

Presenting Sponsor: Miriam Senft, President & CEO, Motivity Partnerships, Inc., U.S.

GWS Advisory Board: Yoriko Soma, President & CEO, Conceptasia Inc, Japan

This award honors a woman who is making a contribution in any of the wellness sectors – whether as an entrepreneur or as a health and wellness champion. Through her organization, Wellness for Cancer, Bach works to bring wellness to those who have experienced or are living with cancer by connecting them with spa and wellness providers who seek to serve them.

Leader in Workplace Wellness: Renee Moorefield, PhD, CEO and Founder of Wisdom Works

Presenting Sponsor: **Josh McCarter**, CEO, **Booker Software**, U.S.

GWS Advisory Board: **Mia Kyrigos**, President & CEO, **Kyrigos & Associates LLC**

This award recognizes a leader in the field of workplace wellness and health promotion. Moorefield was honored for helping forward-thinking clients embed wellbeing strategies in the workplace and produce results that matter.

Debra Simon Award for Leader in Furthering Mental Wellness: Filmmaker Louie Schwartzberg

Presenting Sponsor: **Lauren Wright**, President, **Debra Simon Family Foundation & Daughter of Debra Simon**, U.S.

GWS Advisory Board: **Gina Diez Barroso de Franklin**, President & CEO, **Grupo Diarq**, Mexico

This award honors an individual who has achieved excellence in the field of mental health and wellness and has been a leader, advocate or innovator in wellness programs and pathways that help people thrive mentally. Schwartzberg's inspiring films are used in hospitals and wellness centers to help people deal with stresses and anxieties, and he is a leading voice for emotional and mental wellness.

Leader in Social Impact: Dr. Richard Carmona, 17th Surgeon General of the United States and Chief of Health Innovation, Canyon Ranch

Presenting Sponsor: **Dilip Barot**, Founder, **Amrit Ocean Resort & Residences**, U.S.

GWS Advisory Board: **Omer K. Isvan**, President, **Servotel Corporation**, Turkey

This award honors a leader who has worked to make it possible for more people and societal groups to live healthier, happier lives—and whose work in the field of wellness has made a meaningful social impact. (See more about Dr. Carmona above.)

Living a Well Life Award: Deborah Szekely

Presenting Sponsor: Jane Iredale, Founder, Iredale Mineral Cosmetics, Ltd

GWS Advisory Board: GWS Chairman & CEO: Susie Ellis

The Living a Well Life Award is given to someone who embodies, with fierce devotion, wellness principles and practices throughout his or her life. They lead by example, and their choices regarding mind, body and spirit serve as an example to us all. (See more about Deborah Szekely above.)

The GWS is considered the world's most prestigious gathering of leaders from every sector of the wellness industry: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology. This year, a record 600-plus delegates from over 40 countries participated in the three-day Summit.

Wellness experts launch ‘moonshot’ to eliminate preventable diseases

BUSINESS By Matt Morgan - Daily News Staff Writer



Dr. Mehmet Oz speaks at the Global Wellness Conference at The Breakers, Palm Beach, October 9, 2017. (Melanie Bell / Palm Beach Daily News)

Posted: 5:07 p.m. Monday, October 09, 2017

Breakers President Paul Leone has witnessed about 15,000 conferences come through the hotel in his 33 years on the job, but the Global Wellness Summit that began in earnest Monday stood above them all.

“I can’t think of one that’s more important than this conference,” Leone told the event’s hundreds of attendees ranging from medical and wellness CEOs to real estate professionals to fitness gurus.

About 600 people were registered for the 11th annual, invite-only summit designed as a meeting of the minds to talk about the future of health and wellness and how people can integrate it into their work and their lives. This is the first time that The Breakers has hosted the conference, which has been held all over the world.

More Palm Beach Business News

Leone, Breakers owner Garrett Kirk and Human Resources Vice President Denise Bober talked about how health and wellness have been on the forefront of their agenda for about the past decade. The switch to placing more value on employees and their health has improved the resort's employee retention to 82 percent, "which is remarkable in hospitality," Bober said.

The biggest ovation on the first morning of the three-day conference was given to **Dr. Mehmet Oz, a Palm Beach resident** and television personality, who called mental health the biggest crisis facing the industry in the 21st century.

One of the main things holding people back from a healthy life is fear of change, Oz said.

RELATE D: D r. Oz behind purchase of \$18 million Palm Beach estate

"They fear that if they try to change and they fail, people won't love them," he said.

His five biggest life adjustments that people can start immediately are maintaining an ideal blood pressure; exercising 30 minutes a day; eating healthy food that they actually enjoy; controlling stress and sleep; and curtailing addictions.

The theme of the 2017 summit is "living a well life," which covers everything from fitness to living conditions to mental health.

Combining all aspects of wellness, the team made a stretch goal or a "moonshot" to eliminate preventable disease in the world.

Preventable diseases make up about 75 to 80 percent of all health problems, said Richard Carmona, who served as U.S. surgeon general from 2002 to 2006. The World Economic Forum estimates fighting those diseases could cost world economies \$47 trillion by 2030.

The conference brought such heavy hitters to the stage as Carmona, Oz and newly hired **Weight Watchers CEO Mindy Grossman** to pledge their support of the lofty goal.

Said Carmona: "I expect every year when we come back to this conference, we can report incremental improvement."

Dr. Mehmet Oz's 5 life adjustment tips

1. Maintain an ideal blood pressure
2. Exercise 30 minutes a day
3. Eat healthy food that you actually enjoy
4. Control your stress and sleep
5. Curtail your addictions



Demand surging for wellness communities, major GWI study reveals

BY JANE KITCHEN | 11 OCT 2017



Wellness developments, such as GOCO Hospitality's forthcoming mixed-use community in Khao Yai, Thailand, are becoming more valuable

Wellness communities are seeing high consumer demand, according to new research from the Global Wellness Institute due out in January.

GWI researchers Ophelia Yeung and Katherine Johnston presented key findings from their report, *Build Well to Live Well*, at the Global Wellness Summit being held this week in Palm Beach, Florida.

Johnston and Yeung called the report "the most important research we've undertaken".

"It's not just because it's a hot new industry market – but because it's about where and how we live," said Johnston.

Johnston and Yeung reported that consumer demand for wellness lifestyle real estate and communities is on the rise globally. They estimate that in the US alone, there are 1.3 million potential buyers each year.

Johnston said the GWI has defined wellness real estate as "homes or buildings proactively designed and built to support the holistic health of their residents" and that wellness communities are "focused on people living in close proximity who share common goals, interests and experiences in proactively pursuing wellness in a holistic, multidimensional way".

The GWI has tracked more than 600 projects across the globe that meet these definitions, many of which are still in development. Its research has shown that homes in these wellness communities are commanding higher price premiums of between 10 and 25 per cent.

"Our homes and communities have had a massive, increasingly negative impact on our wellbeing, as they were designed following templates set up decades ago to meet the health and lifestyle needs of a radically different era," said Johnston. "But now we're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation etc – and it's creating powerful opportunities."

The GWI has valued the wellness lifestyle real estate and communities market at US\$119bn – growing fast at nine per cent a year – and estimates that it will jump to US\$153bn by 2020.

"People spend \$3.7 trillion on their wellness every year, but they spend \$8 trillion on homes that often encourage unhealthy lifestyles," said Yeung. "Then we spend another \$7.6 trillion on health expenditures to fix those problems. The math doesn't add up – \$20 trillion not working in the same direction – to make us healthier."

"We predict that in the next several decades, building our homes and neighbourhoods for human wellness will become the default approach, not simply a trend."

The full 80-page report will be released in January 2018 at a press event in New York.



GWI chair Susie Elllis cuts the ribbon on the new research, as sponsors help with hard hats and shovels

Historic Volume of New Research to Be Released at 2017 Global Wellness Summit

MIAMI, FL. September 13, 2017 - The Global Wellness Summit is known for unveiling important new research on the multi-sector wellness economy at each annual event. And at the upcoming conference, being held at The Breakers Palm Beach from Oct. 9-11, a record amount of original research in the conference's 11-year history will be released:

- *Landmark findings from the Global Wellness Institute's report on the fast-growing wellness communities and lifestyle real estate market

- *Think-tank, The Gottlieb Duttweiler Institute's, forecast on what "Wellness 2030" will look like

- *Neuroscientist Dr. Anjan Chatterjee's (University of Pennsylvania) new studies on how beauty can meaningfully contribute to wellness

- Well+Good's survey on how millennials are disrupting the wellness travel market

"New research gives our delegates the hard data and insights they need to 'see the future' and forge business strategies that are expert- and evidence-based. And 2017 Summit attendees will have the first look at the most wide-ranging research releases in our history," noted Susie Ellis, GWS chairman and CEO.

Snapshots of the research:

Wellness Communities & Lifestyle Real Estate - The Global Wellness Institute (GWI)

The GWI's major research project for this year, and the first to comprehensively analyze the \$119 billion wellness communities and lifestyle real estate market. The report will define these sectors; identify the demographic and consumer trends driving demand; present case studies, innovative practices and a pipeline of new projects from around the world; and develop a KPI framework to communicate the value to consumers, investors, developers, and policymakers.

"Wellness 2030" - The Gottlieb Duttweiler Institute (GDI)

GDI, Switzerland's oldest and most influential think-tank on economics, society, and consumption, will release a research-based forecast, mapping the landscape of radically new consumer preferences and mindsets, and technologies and scientific knowledge, which will define "Wellness 2030." Analyzing the coming explosion of "technologies of transformation," they will identify the innovations coming in food and nutrition; travel, wellness travel and spas; beauty; work and workplace wellness; and the concept and spaces of our homes.

"Beauty2Wellness" - Dr. Anjan Chatterjee, University of Pennsylvania

Beauty animates our lives: we make aesthetic decisions constantly, but we know virtually nothing about beauty's relationship to wellness. This two-part research project will be the first to address this. A first study, using natural language processing, hones in on concepts that can bridge the semantic space between beauty and wellness. A second study analyzes the depth of biases against people with facial disfigurement to help them overcome them and flourish. These studies will provide new evidence-based insights that can mitigate barriers - and build new bridges - between beauty and wellness.

Well+Good - How Millennials Are Transforming Travel

New survey findings from Well+Good's community of 7 million millennials will provide insight into how younger generations are disrupting the wellness travel market. The research will include new data on the very different things millennials want in their wellness getaways compared with boomers: what they seek in fitness, food, and other lifestyle components - so that hospitality brands can take action.

The full, 3-day agenda for this year's Summit is here.

For information about attending, [click here](#).

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

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Well+Good Founders, Alexia Brue and Melisse Gelula, to Keynote at the Global Wellness Summit

Posted on August 2, 2017 by Benzinga Full Feed in Press Releases

Leadership is an overused word, and is often misused. We like this definition.

High-profile trends forecasters will analyze how millennials' wellness and travel habits are disrupting the industry; major survey on what younger travelers seek in wellness travel to be released

Miami, FL (PRWEB) August 02, 2017

The Global Wellness Summit (GWS), the leading conference for the \$3.7 trillion global wellness industry, today announced that the co-founders of wellness media powerhouse Well+Good, Alexia Brue and Melisse Gelula, will keynote at the conference being held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017. In seven short years, Brue and Gelula have built Well+Good into the leading media company dedicated to the U.S. wellness scene, and the top source of intel on the boutique fitness, nutrition, beauty and healthy travel scene. Their highly anticipated annual trends forecast has proven one of the most prescient: predicting everything from the athleisure to the clean beauty to the juicing trend, and covered everywhere from CBS This Morning to The New York Times.

In their Summit keynote they will provide crucial insight into how millennials are now disrupting the wellness travel market. Sharing results from a new survey detailing how their community of 7 million millennial women travel, they will analyze the very different things millennials want in their wellness getaways compared with boomers: what they seek in fitness, food, and other lifestyle components. And they will connect the dots between millennials' wellness and travel spending behaviors and how hospitality brands offering wellness programming can start benefiting from them.

"The wellness market is booming in cities far beyond New York and LA, with barre studios, avocado toast and smoothie bars becoming a true global phenomenon in 2017," noted Gelula. "And we're excited to present on future transformations in wellness travel. For instance, if spas were once 'fix-me!' destinations for boomers who knew little about wellness, modern consumers – especially millennials – increasingly have their own very sophisticated wellness tastes. The result: far more people now travel to deepen their existing wellness practice, rather than have their wellness light switched on."

"Millennials are the most wellness-obsessed group ever, consuming more healthy products and services, on average, than any generation before. They have their own local wellness gurus, whether their trusted yoga or meditation teacher," noted Brue. "And they crave vacations and retreat experiences curated by these trusted experts over legacy spa brands whose names they might know but don't necessarily trust. There is much to discuss: including the growing transfer of trust from the destination spa brand to the local wellness expert and what 'brands' and experiences will matter more in the future."

More about Alexia Brue & Melisse Gelula:

Alexia Brue, co-founder and CEO of Well+Good, guides the company's strategic direction and leads the revenue and business development functions. She brings her journalistic background to bear on driving creative marketing solutions for brands, ensuring that client programs have the same DNA as the site's authoritative content. Prior to founding Well+Good, Brue covered health and wellness for publications as diverse as Vogue and The New York Times, and she is the author of *Cathedrals of the Flesh*, a travel memoir about the world's great bathing cultures. She attended Grinnell College and the Columbia School of Journalism.

Melisse Gelula, co-founder and chief content officer at Well+Good, leads the company's 20+ editorial team in applying journalistic reporting standards to the wellness lifestyle, which led to the Webby Award for "Best Health Site" in 2017. She's an expert on natural beauty that frequently speaks at major conferences on wellness, beauty, and digital trends, and is oft featured as an industry expert at major news outlets like CBS This Morning and The New York Times. She is the former editor-in-chief of SpaFinderLifestyle.com, beauty director at Luxury SpaFinder Magazine, and travel editor at Fodor's Travel Publications. She holds an MA from the University of Toronto and completed six years of training as a psychoanalyst.

"The U.S. is very much an experimental laboratory for wellness concepts, and Alexia and Melisse's reporting and trends forecasting on what's cutting edge in fitness, nutrition, beauty and wellness travel has had a wide impact," said Susie Ellis, GWS CEO and chairman. "Their keynote on how millennials will continue to rewrite the wellness landscape will be provocative and profound, and will leave delegates talking and debating...the very heartbeat of the Summit."

The GWS is a conference for senior industry executives and leaders; for information about attending, click [here](#).

For the few remaining sponsorship opportunities, contact Michelle Gamble:
[michelle.gamble\(at\)globalwellnesssummit\(dot\)com](mailto:michelle.gamble(at)globalwellnesssummit(dot)com)

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next one will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

For the original version on PRWeb visit: <http://www.prweb.com/releases/2017/08/prweb14564254.htm>



John Toomey, Contributor
Professional Speaker, Writer, Wellness Thought Leader and Avatar Master

An Entirely New Paradigm on Health

07/19/2017 02:27 am ET

Back yesteryear when a Doctor could not find the cause of an ailment, they were sometimes likely to come up with "It's all in your mind". Well, maybe they were closer to the truth than we really want to know.

For decades, medical scientists, doctors, pharmacists and other professionals have strived and struggled to understand disease. Whilst trauma medicine has gone ahead in leaps and bounds, still disease seems to be staying one step ahead of the "cure brigade".

What is coming to light now is a new paradigm. On some levels it is not new because many have believed this new paradigm for years, even decades. But for some, it is revealing itself as a stunning new reality.

Whilst the current paradigm sees the body as an inter-related set of systems, all functioning independently and together to create a marvelous human machine capable of all manner of things, but prone to malfunction and disease, the new paradigm sees the human form as something quite perfect.

In the new paradigm, there are basically 3 levels of existence.

The primary level is the Genome. This is the part of us that comprises all of our genetic material that makes up what we identify as muscles, bones, blood, organs, skin, etc. If you look at a person, you will see the conglomeration of about 100 trillion cells. The Genome comprises about 10 trillion of these cells.

In November 2015, I attended the Global Wellness Summit and on the last day, Deepak Chopra M.D. delivered a fascinating and powerful presentation on this topic. He posed the question. "Is the human body a noun or is it a verb?" Wow, what a question. He proposed in his answer that it is a verb because it is dynamic and ever changing, completely replacing itself in less than a year in a constant and ongoing cycle.

The next level is the Microbiome which is primarily bacteria. The Microbiome makes up the other 90 trillion cells. Until recently, the Microbiome rarely rated a mention. It was seen as a necessary thing because the bacteria break down food in the gut. But it is so much more than that.

The work being done by amazing scientists like [Rudolph E. Tanzi Ph.D.](#) has changed the way we are looking at human life. The Microbiome is in constant and detailed communication with the Genome. In fact, every cell in the Genome is in some way connected to every cell in the Microbiome.

The Microbiome, in a way, create a cocoon that shrouds the Genome in order to create a balanced and harmonious environment in which the Genome can live, function and thrive. The bacteria that makes up the Microbiome is predominantly aerobic (beneficial) and covers all of the external surfaces of the body, especially the gastrointestinal tract.

Most people do not realise that the gastrointestinal tract, GI tract, is actually a continuation of the external surface of the body.

When the Microbiome is thriving and healthy, the Genome will thrive. When the Microbiome is degraded and falters, the Genome is prone to mutation. It has been shown that mutations can be corrected simply by restoring the balance in the Microbiome. It can be that simple.

In the past, we used antibiotics indiscriminately and did terrible damage to the integrity of our Microbiome. A short term fix had devastating long term results. I am even questioning the efficacy of antibacterial hand gels and similar products.

In recent years, we have discovered the incredible benefits of fermented foods and beverages and are seeing how they help restore and maintain a healthy Microbiome.

Then there is the third “level”, the Epigenome. The Epigenome describes the non-physical aspect of us that seems to permeate our entire being. The epigenome has more to do with gene expression. This is an area that can be perceived as either simple or complex.

If we take a look at gene expression in its simplest form, it means living life in a way that aligns with who we really are. Fully expressing our deepest nature and our best talents leads to optimal gene expression. These factors lead to a strong sense of self, happiness and peace of mind.

Coupled with this is how we experience the life that is going on around us. Each of us has a field of awareness that extends out into the space around us. Some call it a bioenergetics field. Dr Chopra was sharing in his lecture that it can be detected and measured out to about 3 metres from the surface of the body.

In some cultures, this is called a person’s aura. Others refer to it as a sensory envelope and others a field of awareness. Whatever it may be labelled, it is an aspect of human life that has been recognised for centuries.

The combination and interaction between how we perceive through this field of awareness and our own gene expression creates an experience called life. Many of us have forgotten that we can actually decide how that experience will be, as opposed to living like a pinball in a pinball machine.

Coming back to this new paradigm the work of Dr Tanzi and his colleagues has demonstrated that it is via the epigenome that we experience life. If we experience life as negative, stressful, frightening and difficult, the resultant impact on the Microbiome can be quite devastating.

If, however we are fully expressing who we really are and sharing our brightest talents, and we are choosing to experience life with appreciation, compassion, curiosity, joy and goodwill, the impact on the Microbiome is harmonising and restorative.

Recent work presented by Bruce Lipton and Dr Bernie Siegal and others in the documentary "The Cure is....", has shown that a person who is supported to find their true life purpose and begin to fully express themselves can experience a remarkable turn-around in disease causing gene mutation and actually cure themselves of disease.

So it seems that under this new paradigm, the responsibility lands squarely in our own laps. How we experience life determines our well-being. We can no longer claim that we are stressed because of this or that factor. We are stressed because we are not taking responsibility for our perceptions and our responses to certain stimuli.

For example: A person can get really angry because some guy cut you off in the traffic, and work themselves into such a frenzy that by the time they arrive home they cannot even be civil to their family. Or they could choose to look at the guy who cut them off and hope that everything is ok for him. Who knows, one of his children might have just had a terrible accident and is being rushed to some hospital and he is trying to get there as fast as he can.

Learning how to become a master of our own universe, to be in complete control of all of our own responses, and to begin to flow good stuff out to others, is the gold key of life. By learning how to tame our own mind and live more from the joy of our own hearts, we can not only minimise our risk of disease and degeneration, we can also improve life for others around us.

Now, trying to learn to control your mind with your mind is like putting Count Dracula in charge of the Blood Bank. Workplace Wellness Programs that assist people in these areas will do a great deal to bring greater harmony and peace, not just to the workplace but into the homes of employees.

Millennials: What Are They Seeking in Wellness

August 10, 2017 | [Contact Author](#)



The Global Wellness Summit (GWS) has announced that Alexia Brue and Melisse Gelula, co-founders of wellness media provider Well+Good, will be speaking at this year's event.

During their keynote presentation, they will give insight on how millennials are disrupting the wellness travel market. They will analyze the difference between [what millennials are looking for](#) opposed to the baby boomers in wellness retreats. In addition, they will look at how the two groups differ in [fitness, food and other lifestyle components](#).

"The wellness market is booming in cities far beyond New York and LA—with barre studios, avocado toast and smoothie bars becoming a true global phenomenon in 2017," said Gelula. "We're excited to present on [future transformations in wellness travel](#). For instance, if spas were once 'fix-me!' destinations for boomers who knew little about wellness, modern consumers—especially millennials—increasingly have their own very sophisticated wellness tastes."

The GWS will be taking place this year on October 9-11, 2017, at The Breakers Palm Beach, Florida.



Unlock The Happiness Formula: A Guide To The Best Mood-Boosting Treatments

by Grazia Beauty Team; Photography: David Oldham | 17 08 2017



There's no magic bullet when it comes to happiness. Or is there? A raft of new treatments from exercise to injectables now promise to boost mood. But do they? Grazia investigates...

There are Instagram feeds that preach it, schools that teach it, studies that research it and beauty treatments that promise it... but how easy is

it to find happiness? A study conducted by Mintel reveals close to 100 percent of us say mental health is now as important as physical health. And it's this newfound holistic attitude that's driving a boom in wellness brands across the globe. At the Global Wellness Summit in Palm Beach, Florida, mindfulness therapies were cited as the top trend expected to grow exponentially over the next decade, with predictions that meditation bars like LA's Unplug could soon be as common a destination for mood-lifting as a trip to the gym. In a bid to crack the calming code, we tried, cried and

ate our way through eight happiness therapies. But did our moods improve?

On Trial: Exploration Workouts with personal trainer and influencer Sophie Everard

Tester Rose Beer, health and beauty director

What's the drill? 'Sophie alternated between a day of sport, such as wild swimming, climbing or boxing, and a day of strength training. Most of the sessions were outdoors as Sophie believes happiness comes from

making exercise an adventure and connecting with nature. Research also shows that the colour green (like trees, grass and other plants) makes exercise feel easier, too. From circuit training in Fulham to swimming front and back crawl in the Hampstead Heath ponds, I also took up spinning and went climbing – my body was challenged and my mind felt fully engaged.'

Feel-good factor 'Changing up my workouts and coming out of my comfort zone was a real revelation. It allowed me to completely switch off from work and drama with friends. My brain was solely concentrating

on my body for the first time and that definitely had a positive effect. Overall, I had more resilience; I was noticeably calmer and less anxious. I felt stronger and braver too – every session left me feeling epic!'

How to book: Sessions cost £70 an hour, £350 for five, or £650 for 10. Sophie also leads retreats, with surfing, horse riding and trail running; madtoliveblog.com.

On Trial: Cryotherapy at 111CRYO, Harvey Nichols

Tester Sam Freedman, associate beauty editor

What's the drill? 'Cryotherapy is a three-minute treatment in an

ice-cold (-85°) glass chamber. I'm told the benefits are endless, from tightening pores to relieving muscles and boosting mood, as the rush of

circulation produces feel-good endorphins. As I embarked on the first of five sessions, I was asked to change into shorts and a crop top, socks, snow slippers, gloves, a headband (to cover my ears) and a surgical

mouth mask, before my body temperature was taken. The chill is bracing when you first enter, but to distract me, I was guided through exercises like jumping jacks to music. Immediately after exiting, my body temperature was taken again and it was below 17° – the desired number.

Feel-good factor There's no denying that being that cold

in little clothing isn't the most pleasant, but three minutes flies by when you're squatting to the beat of Drake. After the third session, especially the morning ones, I felt chirpier, had more energy and my

muscles no longer felt niggly. Plus, my complexion was clearer. I sprang out of bed without any head fuzz – which for a night owl was a revelation. The more sessions I had, the more I wanted to go back!

How to book £96 per session; 111CRYO.com.



On Trial: A Mood-Enhancing Diet with Hala El-Shafie nutritionist and presenter of Channel 4's 'How To Lose Weight Well'

Tester Annabelle Jones, health and beauty journalist

What's the drill? 'As I've been struggling with poor sleep and low mood levels, Hala explained that I needed to boost immunity by eating

more micronutrients (vitamins and minerals) from fruits and vegetables, aiming for as many bright colours on my plate as possible. Salmon is key as it's high in omega-3, which reduces feelings of depression.

It's also rich in vitamin B12 – when low, this prohibits the production of serotonin, which regulates feelings of depression. Sugar and alcohol were off-limits as they are mood-drainers, but I could indulge in dark chocolate, which produces an amino acid that increases dopamine, and bananas, which improve sleep and reduce anxiety. I snacked on omega-

rich nuts and was told to flavour my food with chilli, which sends signals to the brain to release endorphins.'

Feel-good factor 'After a week, I felt lighter, brighter and like a fog had lifted. I no longer woke in the night, which made me less cranky.'

How to book Hala offers workshops and retreats through nutrition-rocks.co.uk.

On Trial: Spiritual Healing with Padma Shankar Coram and Grace Belgravia

Tester: Marian Paterson, acting picture editor

What's the drill? 'After a consultation, Padma began with a body scan, which involved me lying on the bed with an eye mask and blanket

over me. Starting at my feet, she moved her healing hands above my body. When she got to my stomach, I burst out crying – it turns out I was

holding onto a lot of negative emotion in my tummy. She asked me to think about the sadness and how long it had been with me. Then she taught me a breathing exercise to exhale the negative experiences from my body and

replace them with positive thoughts through gratitude, visualisation and affirmations.'

Feel-good factor 'I was shocked but also amazed at how direct and impactful my session was. I felt like she'd tapped into my energy not

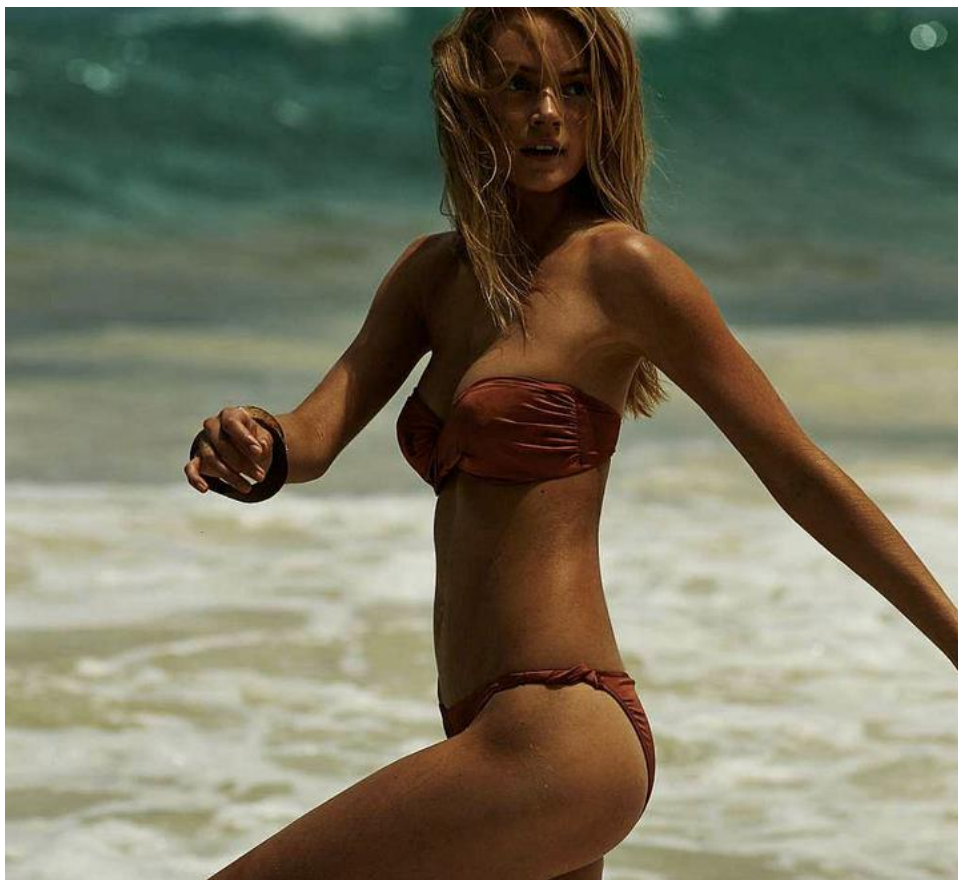
just mentally but physically too, with an odd but reassuring sense of warmth over areas like my stomach. The night following my treatment, I had a deep and peaceful sleep – one of the best I've ever had. Equipped with some of the techniques she taught me, I left feeling more able to

cope with stress and sadness. I now take the time to breathe and visualise positive outcomes. As a result, I feel more confident and happy

in myself, especially since practising gratitude.'

How to book Padma offers a variety of healing techniques as well as hosting workshops. A 90-minute appointment costs from £270. Visit

gracebelgravia.com.



On Trial: LED Light Treatment, The Light Salon, Harvey Nichols

Tester Chanelle Ho, beauty assistant

What's the drill? 'Known for naturally boosting collagen, correcting flaws and healing blemishes, each LED facial light treatment begins with

deep pore cleansing before going under the light. There are two coloured lights to choose from, each with a slightly different benefit – blue kills bacteria and wards off blemishes, while yellow acts to boost glow and plump skin. During the 15-minute treatment, the therapist performs a relaxing facial massage. The light (I went for yellow) felt warm and

cocooning on my skin, as if I had my eyes closed facing direct sunlight. It didn't burn or feel uncomfortable at all. I had three facial light

treatments over a week.'

Feel-good factor 'I had been feeling down about my skin breakouts, yet after just one treatment, my skin looked tighter, clearer and brighter. Maybe it was something to do with the serotonin-boosting

effects of the LED, but I walked into the office with a newfound confidence and sense of relaxation. I felt calmer in myself and had

a clearer attitude, which was really rewarding.'

How to book Skin Health & Rejuvenation ExpressLED, £35 for 15 mins;

thelight-salon.com.

On Trial: Mindfulness with Terrence The Teacher at Harrods' Wellness Clinic

Tester Lisa Howard, production director

What's the drill? 'Over three one-hour sessions, Terrence guided me through seven breathing exercises. I sat with my hands on my knees, eyes closed, against a backdrop of gentle music, a calming orange glow

and soothing aroma. The key is to breathe through the belly, like we do as babies, and bring your attention to your breath without judgement.'

Feel-good factor 'Terrence taught me "mindful living" techniques, such as appreciating a particular colour, or putting my attention into the physical sensations of daily tasks when I felt a sudden sorrow

or stress. I did this during my commute, at work and at home, too. The more I practised, the better I felt – remembering to keep it up was the tricky part. I definitely felt a feel-good factor at the end of a session, but a week after the last one I'd veered off track slightly – regular appointments would be beneficial.'

How to book A one-hour Introduction To Mindfulness (from 1 Sept) costs £300, Harrods. Call 020 7225 5678; email thewellnessclinic@harrods.com.

On Trial: Five Element Acupuncture with Ross J Barr

Tester Melissa Henry, editorial assistant & digital sub editor

What's the drill? 'Ross began by asking questions about my emotional state. I'd just been to a festival, so I was still feeling the effects of drinking and dancing all night, as well as the stress of everyday city life. As I lay down, he inserted the needles one by one, starting at my feet, and asked me to identify areas that were painful. Quickly, he

recognised that I have a hot liver, and I was astounded he knew I was

waking up between 1 and 3am while I slept, as this is the time

when the liver detoxes. I also felt pain in my back and shoulders.'

Feel-good factor 'While the needles were uncomfortable, the experience brought me more in tune with my emotions. I felt at peace with myself and the tension in my neck and shoulders had virtually gone. I felt happier after just one session, but attending more would offer

even more benefits.'

How to book 45 mins costs £80. Visit rossbarr.com. Email acupuncture@rossbarr.com. App: rossbarr.gappt.com.

On Trial: Botox with Dr Michael J. Prager

Tester Laura Antonia Jordan, fashion news & features editor

What's the drill? 'Research has shown that Botox on frown lines can

curb depression. I think mine make me appear scowly and bitchy, which has affected my self-esteem.

Michael explained that the motion of frowning

creates a negative emotion, so when that muscle is relaxed, and you can no longer frown, it can actually make you feel happier. Michael asked me to frown then, as I relaxed, he injected my lines. It was quick and less painful than expected.'

Feel-good factor 'My frown lines have gone but I still have movement in my forehead, so it's not obvious.

Several people mentioned how radiant I look. I do feel happier – it sounds crazy, but not being able to

scrunch up my face so much works! Botox is something I never thought I needed, but I will definitely book in again when the effects fade.'

How to book From £595. Visit drmichaelprager.com.

SOCIAL



TRAVEL

5 tips for planning a healthy vacation

By [Shelly Stinson](#) | August 30, 2017

Taking a vacation is more than a fun getaway from the daily drudges of life. Turns out, travel has a multitude of benefits that can impact your health and wellness, too.

Beyond stress reduction, vacations can improve heart health, mental health, and personal relationships. In fact, men who take annual vacations are 32 percent less likely to die from heart disease, according to The Journal of the American Medical Association. Women benefit too: Those who take vacations twice or more per year are “less likely to become tense, depressed or tired, and are more satisfied with their marriages,” according to the Wisconsin Medical Journal.

Wellness travel is growing 50 percent faster than travel as a whole, according to a survey from the Global Wellness Summit. This includes spas, adventure, and fitness-themed trips. But that doesn't necessarily mean you need to go on a yoga retreat to get the healthy benefits of travel. Consider these five tips for adding a healthy dose of wellness to your next vacation.

INTENTIONALLY DISCONNECT:

A whopping 42 percent of employees feel obligated to check email during vacation and 26 percent feel guilty even using all of their vacation time at all, according to Randstad. Make it a point to focus on the present and ignore your phone or limit checking it to once per day. If email or social media is hard to resist, sign out of those apps for the length of your vacation.

RELAX BY THE WATER:

Water is a natural element that inspires relaxation but also provides lots of opportunities to play. For example, Myrtle Beach, South Carolina, offers visitors an incredible 60 miles of ocean to explore, including the famous Intracoastal Waterway. Go to visitmyrtlebeach.com to learn more about how to relax on the sand by day and fall asleep to the calming waves of the ocean by night.

TRY A NEW ACTIVITY:

Trying something new can have positive mental and physical benefits. Never tried kayaking or paddle boarding before? Give it a whirl. Want to take a yoga class? Sign up for an introductory lesson on the beach. Feeling brave? Go skydiving, zip-lining or parasailing. Whether you end up discovering a new hobby or just have a one-time adventure, you're sure to fully enjoy the experience.

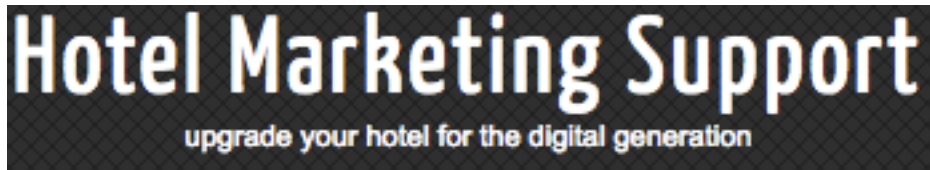
GET INTO NATURE:

Many health studies show the benefits of being outside, so make sure to plan plenty of time to explore Mother Nature on your trip. In addition to fresh air, take a hike at a local park and explore new scenery. When in Myrtle Beach, for example, you can take a morning jog through Huntington Beach State Park, meditate at Brookgreen Gardens or plan a family bike ride at Myrtle Beach State Park.

EAT WELL BY EATING RIGHT:

Going out to eat is a fundamental part of vacationing for most people, but that doesn't mean you need overindulge so much that you feel sluggish throughout your trip. To eat well, plan sensible meals that feature fresh local ingredients, such as fruit, vegetables and the daily catch of fish. You'll enjoy regional flavors that tantalize the palate without the heavy foods that drag you down.

Article provided by BPT



Global Wellness Summit Gathers Business and Finance Luminaries to Share Insights on Investment Strategies in the \$3.7 Trillion Wellness Economy

© August 16, 2017 • Ab Kuijer

Global Wellness Summit Gathers Business and Finance Luminaries to Share Insights on Investment Strategies in the \$3.7 Trillion Wellness Economy

MIAMI, FL. August 16, 2017 - The Global Wellness Summit today announced that wellness industry leaders and investors from around the globe will participate in a roundtable, discussing their own strategies and the opportunities they see in the booming \$3.7 trillion wellness economy. Delegates at the Summit will be given a rare opportunity to peek behind the curtain and ask these experts probing questions about the sectors and regions that they are most interested in - and why.

"In stark contrast to the global economy, the wellness economy continues to explode, registering double-digit growth from 2013 to 2015," said Susie Ellis, Chairman and CEO of the Global Wellness Summit. "We want Summit delegates to leave the conference with insider knowledge about how they can leverage what they're doing in their businesses to better attract investment and growth."

Not only will Summit delegates be able to participate in the roundtable session taking place on Day 1 of the Summit, but they will also be able to network with these luminaries throughout the 3-day event, which takes place at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

The Future Hunters' Jared Weiner will lead the discussion entitled "What Are Investors Thinking, Saying & Doing?" with the following participants already confirmed:

- Ricardo S. Chance, Managing Director, Investment Banking, Leisure & Wellness, KPMG Corporate Finance LLC, U.S. .

- Andrew Cohan, Managing Director, Horwath HTL, U.S.

ELUXE

MAGAZINE

RETREATS TRAVEL

6 AMAZING BENEFITS SILENT RETREATS CAN BRING TO YOUR LIFE



By Amma Aburam

Has it ever hit you? The amount of noise in our lives. Our phones are buzzing with news, conversations and updates on our best friend's latest holiday pics. In the city, we hear traffic passing by, helicopters and planes overhead and seemingly endless construction noise. At work, there's a constant stream of conversations, printers whirring, elevators dinging...there's just so much noise, noise, noise!

Eventually, we all get to a point where we need to take a break – and there's no better solution than a silent retreat. Heading for one of these restful, restoring holidays was recently cited as one of the top eight wellness trends of 2017 according to the [Global Wellness Summit](#) – and no wonder. They offer a rare opportunity to recharge your mind, body and spirit. And speaking of which, silent retreats are often taken by those following a spiritual path – they're commonly held at Catholic monasteries or Buddhist centres – but you needn't be a religious person to attend one. There are many that simply focus on yoga and walking meditations in peaceful and beautiful spaces.

Holidays used to be about leaving your busy self behind to forget the world and your problems. The new trend for silent retreats offers something even more substantial: the possibility to plunge into *yourself*, to escape the world by finding your *inner* world. In addition to that, silent retreats like those offered by **Shreyas Retreat** in India offer a combination of **yoga**, **Ayurvedic therapy** and pampering that will put you in the perfect mindset for a few days of silence. Here are six amazing benefits of going on a Silent retreat.

1. Silencing the “Monkey Brain”

The ‘monkey brain’ is a part of your mind that is triggered when you try to not speak. Basically, you swing from thought to thought like a baboon on a set of monkey bars because sometimes, just by trying to be quiet your thoughts, they can actually spin out of control. It takes about 24 hours of silence for your mind to settle and for the thoughts to grow quieter, but once they do, you will know a peace of mind like never before.



2. Listening to Your Inner Self

With less monkey brain chatter come clearer thoughts and an increased focus on one's inner being. This is when the journey of self-enquiry truly begins. When you can't communicate with others verbally, you start to 'speak' to your inner self, and most importantly to listen to your inner monologue to understand who you are and how you feel about who you are.



3. A Cure For Boredom

In a world of endless distractions, most of us have no clue how to simply *do nothing*. For example, when we have no gadget to play with, we often cry 'boredom'. However, being able to be still and calm whilst doing nothing is a crucial life skill. On a Silent Retreat, you may feel like you are bored at first, but slowly, you'll become more aware of your emotional state. Believe me, that's enough to occupy your mind! You'll realise that being silent pulls out emotions you may have put away, and guess what? You may finally deal with them or even befriend them as a process of self-healing. Your imagination will also come more alive in silence: you'll develop a curiosity for what's happening in your mind, body, and surroundings.



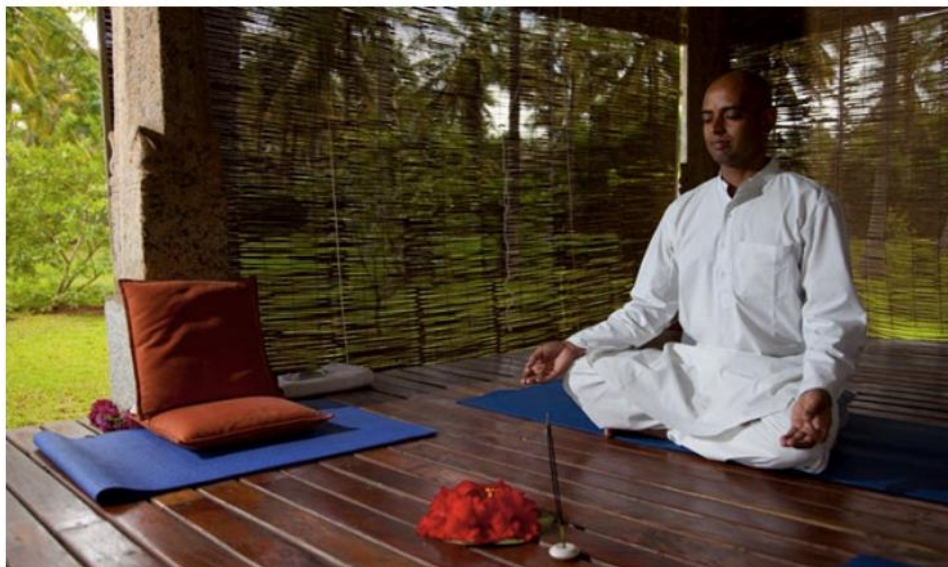
4. More Mindful Eating

Your mom was right when she said you shouldn't speak with your mouth full – being silent at meals improves digestion. **Healthy cuisine** is a big part of the focus of most Silent Retreats. When you concentrate on your food and chewing it well, you eat more slowly and mindfully. And when you eat more slowly, you tend to eat less, because your stomach has the time to process the food and tell your brain when you're full.



5. Resting Your Vocal Chords & Ears

Research at the University of California found that women speak an average of 20,000 words a day (compared to only 7,000 for men). Clearly, we talk a lot! And that's a lot of stress on our throats and vocal chords. And don't forget what I mentioned at the beginning of this article – we are bombarded by noise so much every day, we don't seem to realise it until it's finally gone, but noise is actually a form of pollution that can **take a terrible toll** on our physical and mental health. A silent retreat is the perfect occasion to rest these parts of our bodies. You'll sleep better, think clearer, and your voice will also sound sharper and brighter after days of silence.



6. Gaining Clarity In Your Life

There is no doubt that mindful eating, calmer thoughts, listening to our inner self, learning how to live with boredom and resting will only lead to a new, better you. You'll gain a bit of insight as to what's really important in life, and better understand when your body is truly hungry (rather than just craving tasty food), and you'll feel more comfortable in your own company. Your clearer mind and brand-new sense of grounding will make you more able to take on anything life throws your way.



Imagine doing all this in a peaceful and beautiful environment surrounded by lush, tropical gardens, or waking each day to the scent of fresh flowers in your room? Shreyas Retreat offers such blissful experiences. [Click here](#) for more information.

BBN BREVARD BUSINESS NEWS online at BrevardBusinessNews.com

Future disruptions in technology and business models the topics at Global Wellness Summit in Palm Beach

MIAMI — With technology and business models changing faster than ever before, testing the ability of companies to adapt, the Global Wellness Summit recently announced that numerous keynotes will address the future disruptions that will most impact the wellness industries.

"Disruption" experts like Frits Dirk Van Paasschen (former CEO, Starwood; author of "The Disruptors' Feast"), Paul Price (CoCreativ), David McCaughan (AI Agency), Maggie Hsu (Zappos), Alia Crum (Stanford University), Laurie Racine (Lifesquare Inc.) and Ramesh Caussy (Partnering Robotics) will analyze the technology and business trends that will reshape the future — AI, virtual reality, Bitcoin, Blockchain, robotics and more — to help wellness companies prepare for a volatile, fast-changing world.

The conference is being held Oct. 9-11 at The Breakers Palm Beach.

"We are living in a time of radically accelerated change, profoundly transforming businesses around us and affecting how we live day-to-day," said Van Paasschen. "We have all seen businesses that were either change-blind — or simply too slow to react. I'm excited as one of the presenters to explore how the same patterns of disruption are affecting wellness in our lives and to see how the wellness industry can navigate through a world of ever more disruption."

More about the speakers and topics:

● Frits Dirk Van Paasschen

Former CEO of Starwood and The Coors Brewing Co., Van Paasschen is the author of "The Disruptors' Feast: How to Avoid Being Devoured in Today's Rapidly Changing Global Economy." CNBC host Jim Cramer called it "a book that completely captures the moment we're in, and if you don't read it, then maybe your stock won't be worth owning." Van Paasschen's keynote, "Wellness in the Age of Disruption," will explore how change is not only wreaking havoc on companies but also on social structures — and how we need entirely new traditions to reclaim control of our businesses and lives.

● David McCaughan

For three decades McCaughan led communication

strategies for a variety of brands with global advertising agency, McCann. He now serves as chief strategy officer at AI Agency, using artificial intelligence tools to discover and track the key narratives driving brands and category opportunities. His keynote is titled "Beauty, Wellness & Artificial Intelligence: Finding the Narratives that Matter."

● Paul Price

An award-winning digital marketing leader, Price has served as CEO of several successful digital marketing companies, where he acquired deep experiences on the convergence of technology and marketing. He is now Group CEO of CoCreativ, a new group of best-in-class creative solutions for digital commerce. In his keynote, "What If Imagining the Unimaginable Impact of Technology on Your Business," he will share his playbook for digital marketing in the 21st century, along with his top ten plays for growing customers in the wellness category using the most powerful marketing technology applications.

● Maggie Hsu

Hsu is an adviser at Zappos.com, the leading online retailer for shoes and clothing, and former director of strategy for brands and commercial services at Hilton Worldwide, and a consultant at McKinsey & Company. Her keynote is titled "Virtual Reality, Augmented Reality, Bitcoin and Blockchain for Wellness: Fad or Future?" It will explore the most transformative new technologies, to identify which make the most sense (or not) for the wellness industries.

● Alia Crum, PhD

Crum is an assistant professor of psychology at

Stanford University. Her keynote presentation, "Understanding the Positive Implications of the Placebo Effect," will address new research on the eye-opening role of mindset in shaping the effects of diet, exercise and stress. Dr. Crum has received the National Institutes of Health "New Innovator Award."

● Laurie Racine

Racine is CEO of Lifesquare, a startup that is changing the way people connect and communicate critical health information among in-hospital teams and, most importantly, between people as they go about their daily lives. Their motto: "You Move, We Move." She has spent the last 20 years investing in, founding or running companies like dotSub, Creative Commons, Startd and Lulu Enterprises. A champion of women founders, Racine also advises or sits on the board of The Skimm, littleBits and Open Road Integrated Media.

● Ramesh Caussy PhD

Caussy is CEO and founder of France-based Partnering Robotics. He has worked for various Fortune 500 tech companies (Intel, Alcatel, 3com) contributing greatly to breakthroughs such as the release of XDSL, connected Palmor, and the Intel Connected TV platform. His talk is titled "Meet the Wellness Robot," and will show how this technology can enhance human wellness.

The agenda for the Summit is posted at www.globalwellnesssummit.com/wp-content/uploads/2017/09/Agenda-September-8-1.

The Global Wellness Summit is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.7 trillion global wellness economy.

National Realty recognizes its top agents for August

National Realty of Brevard Inc. has announced its top-producing agents for August at its four offices around the county. In Palm Bay: Top Listing agent, Steve Scheller; Top Sales agent, Scheller and Theresa Fields; and Top Producer, Fields. Indianalantic: Top Listing agent, Gail Fischer; Top Sales agent, Team Kuschel; and Top Producer, Maureen Newman. Suntree: Top Listing agent, Binki Kaiser; Top Sales agent, Donna Ellis; and Top Producer, Debbie Schmid. And Melbourne: Top Listing agent, Patrick "PJ" McLoughlin; Top Sales agent, Lindsey Whitney; and Top Producer, Benjamin Glover.



Wim Hof, "The Iceman," Keynotes 2017 Global Wellness Summit

VENTURE ENTREPRENEUR • Sep 26, 2017 0



Wim Hof (aka "The Iceman") to keynote Global Wellness Summit.

”

Wim's commitment to physical and mental well-being is undeniable – and infectious. And the notion that anyone can train his/herself to achieve his seemingly superhuman heights of mind-body control is a fascinating concept.

Miami, FL (PRWEB)
September 27, 2017

Exposing the body to extreme temperatures is a centuries-old wellness practice – in fact, during the Roman empire, invigorating cold-water plunges were credited for benefiting overall health, and, today, whole body cryotherapy, using extreme cold to treat what ails you, is gaining popularity for claims that it can improve sleep and naturally reduce pain and body inflammation.

Arguably, no one has embraced the power of extreme freezing as wholeheartedly as inspirational author and athlete Wim Hof. Among Hof's achievements is a world record for the longest ice bath (nearly two hours) and climbing Mt. Everest barefoot and shirtless. Theatrics aside, Wim Hof, the Dutchman behind Netherlands-based Innerfire's Wim Hof Method, a program that combines cold therapy and conscious breathing (meditation) as a means to improve overall physical and mental health, will be a keynote speaker on Day 2 of the Global Wellness Summit, an annual event that attracts international business and industry leaders focused on the growth and opportunities to be found in today's \$3.7 trillion global wellness economy, taking place at The Breakers Palm Beach from Oct. 9-11.

"Wim's commitment to physical and mental well-being is undeniable – and infectious. And the notion that anyone can train his/herself to achieve his seemingly superhuman heights of mind-body control is a fascinating concept," said Susie Ellis, Chairman and CEO of the Global Wellness Summit. "And the fact that he can point to scientific studies to support claims that his 'mind over matter' techniques control the body's inflammatory responses will make his keynote and subsequent workshop a highlight of the Summit."

Several studies have been conducted to better understand the effects of Hof's methods – including a small clinical trial in 2014* by Radboud University in the Netherlands where participants undertaking the Hof Method were injected with an inflammatory agent (bacterial endotoxin), and, when compared to a control group, experienced significantly lower levels of inflammation and were less affected by fever and nausea.

"I'm truly honored to have the opportunity to share my method with Summit delegates – many of whom will already be practicing meditation – to show them how natural methods and, yes, 'mind over matter' has been proven to enable whole body health," said Wim Hof. "Though I may hold world records, what I do is not superhuman: anyone can achieve what I'm capable of, and I'm committed to working with the scientific community to create evidence-based studies proving that the power of cold immersion, breath work, and old-fashioned patience and dedication can lead to long-lasting wellness."

Hof's Day 2 keynote, entitled "The Ice Man Cometh: The Cause of Disease and Natural Solutions" will be followed on Day 3 with a unique workshop "Experience with Wim Hof: Going Deep."

The 3-day agenda for the 2017 Summit is [here](#).

For information about attending, click [here](#).

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.



Serenbe Founder and CEO Steve Nygren Honored with Two Prestigious Awards Southface Argon Award and Global Wellness Institute Leader in Innovation



CREATED ON WEDNESDAY, 25 OCTOBER 2017 10:02

CATEGORY: METRO ATL
PARENT CATEGORY: NEWS

Serenbe Founder and CEO Steve Nygren was honored with Southface's 2017 Argon Award in September and last week with the Leader in Innovation Award at the 2017 Global Wellness Summit. Nygren received these prestigious awards for acting as an industry leader within the sustainability and biophilic realm while creating one of the first wellness communities in the world.



Southface promotes sustainable homes, workplaces and communities through education, research, advocacy and technical assistance. Nygren was chosen for Southface's annual Argon Award for Sustainability in Action that honors those showing efforts in advancing sustainability through innovative solutions. Steve was recognized for his commitment to improving people's quality of life through healthy environments. He has now joined an esteemed group of past award winners including R.E. "Ted" Turner, Arthur Blank, Mayor Kasim Reed, Jim Jacoby, Sam A. Williams, and Southface co-founder, Dennis Creech, among others. The award was created in 2000 with Ray C. Anderson as the first recipient, Steve Nygren's original sustainable mentor and friend.

"I am incredibly humbled to receive Southface's Argon Award on behalf of our family's deep commitment to advancing sustainability, and couldn't be more thrilled to join the rank with our dear friend and visionary Ray C. Anderson," said Steve Nygren. "At Serenbe, we believe a community is a living part of its natural surroundings, not something to be built at nature's expense. We will continue to champion our approach to community development and work to ensure that future generations enjoy well-balanced lives that are connected to their environment."

The second award came from the Global Wellness Institute, a non-profit organization with the mission to educate the public and private sectors about preventative health and wellness. The influential Global Wellness Awards were announced at their annual summit at The Breakers Palm Beach, Florida on October 11th. The \$3.7 trillion wellness sector is one of the largest, most thriving, and creative markets in the world. The Leader in Innovation Award is presented to a true global innovator from any wellness sector – whether travel, spa, fitness, nutrition, beauty, workplace wellness, integrative medicine and preventative health, etc. The Leader in Innovation Award was presented to Nygren for creating the wellness community Serenbe to protect the rural land of Chattahoochee Hills, GA.

The two awards recognize Steve Nygren's leadership and vision to disrupt the way we build and live. Preserving nature is the core concept for a sustainable future with wellness as the direct benefit.

american spa

Teach Kids About Mindfulness and Self-Love Thanks to this New GWD Initiative

by *Samantha Reed* | Nov 6, 2017 4:49pm



GWD has announced the GWD Kids Project to bring wellness into young children's lives. // Photo courtesy of Global Wellness Day

Global Wellness Day (GWD) has launched a new initiative that will focus on children in the coming year. The **GWD Kids Project** aims to implement a five-minute, morning wellness circle time at preschools around the world, and one-hour wellness classes at elementary schools once a week. The non-profit org wants to provide breathing exercises, mindfulness techniques, and self-love classes for 2 to 7 year olds across the globe.

Global Wellness Day founder **Belgin Aksoy Berkin** announced the new initiative by inviting 40 kids on stage with her at the recent Global Wellness Summit in Palm Beach, FL. "Can a two-year-old change the crime rate in the world?" Aksoy Berkin says. "We go to school from the age of two, hoping that the education system is going to help prepare us for our future, but nobody is teaching us how to live, how to breathe, how to be mindful and how to love ourselves as these are things that are essential to be a happy adult in the future. Kids never learn in schools the fact that people can't love others without loving themselves first. We believe that focusing on physical and mental wellness at such an early age is so important that it can even help decrease worldwide depression and obesity rates, even crime rates."

GWD has already been in contact with universities, clinics, and international wellness leaders developing the curriculum for the young students. The program will focus on three main concepts: self-love, breathing, and mindfulness. Students will learn how to let go of shame and anger and will learn to accept themselves and others and to feel at peace through self-love; they will learn breathing exercises to improve their health and to help manage stress; and they will learn how to be mindful in a number of ways, from healthy eating to nature walks, to improve their emotional and physical wellbeing.

"It's time for those in the wellness industry to take action," Aksoy Berkin added. "In an era where global consumer culture is mostly damaging the concept of childhood and raise unhappy and unsatisfied kid consumers. With the GWD Kids project, children will learn how to integrate wellness into their lives on a daily basis and to carry on those practices throughout their lives."

The GWD founder plans to engage the organization's 86 volunteer ambassadors from around the world to help get the new Kids Project started, and to remind people that feeling good has no age.

Road Warrior Wellness: Hotels Keeping You Healthy on the Road

Health & Wellness

BY GARY DIEDRICHS ON NOVEMBER 06, 2017



Yoga in the Sky at Linq Hotel & Casino, Las Vegas

To earn your loyalty, hotels are vying to keep you healthy

Would it surprise you to know nearly four out of five guests at hotels intend to use the fitness center, but only two of them actually do? I didn't think so, but what simple human nature and the hustle bustle of being a road warrior would lead us to assume has been revealed as the inconvenient truth in a recent study by Cornell University Center for Hospitality Research.

Hopefully, you are indeed hitting the hotel gym, jogging the neighborhood or being a loyal Fitbitter when on the road. There are studies and research ad nauseam about the short- and long-term benefits of regular exercise.

But pity the poor hotels. Brands constantly vie for guest loyalty, but if they offer amenities everybody else has and few use, will anyone miss them? Or, more to the point, will guests care whose name is on the door? So, in one of the latest efforts by the hospitality industry to provide guests with transformative (read: habit-forming) experiences, more and more properties are promoting wellness.

Or, as Dina Belon, western regional director for Paladino and Company, a green building consultant, told *U.S. News & World Report* recently, "It wasn't long ago that wellness amenities were only expected at high-end exclusive hotels, but now we are finding a variety of hotel brands providing health and wellness elements."

Health and wellness can take many forms. So, let's count some of the ways.

In-Room Fitness



OK, this is pretty close to the old paradigm. But with a twist—you don't have to trudge several floors in your gear and sweat with a bunch of strangers. You don't even have to pack your gear. Fairmont, Omni and Westin, among other hotels, now loan guests sanitized sneakers and workout clothes. Westin has WestinWorkout Peloton guest rooms (pictured above) at several locations, in which the popular stationary bike streams its own interactive classes.

Kimpton offers Pilates channels on TV, while others deliver free exercise classes to your bedside. Xtend Barre is a combination barre and Pilates workout available via guest room TV at The London NYC. Even Hotels, a new brand from InterContinental Hotel Group, outfits all rooms with a fitness area that includes stability ball, yoga mat and block, strength bands, standing desks and fitness videos on demand.

Mental Health



"Mental wellness will be the biggest future trend, period, from wellness destinations and spas bringing in neuroscientists and psychotherapists to meditation becoming seriously mainstream," proclaimed the Global Wellness Summit 2017 trend report. Thus, we see Lululemon partnering with Shangri-La Hotel, Toronto to create a yoga video for its guest rooms. And yoga mats becoming as common as irons in the closets of lifestyle-hotel guest rooms, or free on loan. Linq Hotel & Casino in Las Vegas hosts one-hour Yoga in the Sky sessions atop the High Roller (pictured top), the world's highest observation wheel. Ojai Valley Inn & Spa in California has a personal meditation pod called the Somadome. W New York-Union Square and Standard hotel, both in Manhattan, have offered guided meditation sessions with local mindfulness experts. But mental wellbeing sometimes comes furry and with a slobbery lick. Red Mountain Resort in Ivins, Utah, takes the pet-friendly-lodging concept a paw print further. With its [Pound Puppy Hike](#) (pictured above), you "adopt" an eager shelter dog as your pal for a 1.5-mile gambol.

Well-Being

Want to go beyond merely keeping up on workouts and yoga? Wellness-themed guest rooms can up your game, and maybe plant seeds you keep growing at home. The company Delos has imagineered the [Stay Well guest room](#), in partnership with Cleveland Clinic and Dr. Deepak Chopra. Find them at Atlanta Marriott Marquis and MGM Grand Hotel & Casino in Las Vegas. MGM Grand has some 170 of these rooms, which cost about an extra \$30 a night. They offer in-room dining with super-healthy choices, Vitamin C-infused shower water, extra air purification, natural mattresses with aromatherapy infusions, night lighting that helps you wind down and then minimizes sleep disruption, and a dawn-mimicking alarm clock to wake you with gradually increasing levels of light and sound.

Local Doctors Take Part In Global Wellness Summit At The Breakers

By **Jack Lowenstein** - October 13, 2017



Dr. Vincent Apicella with Dr. Mehmet Oz at the Global Wellness Summit 2017 held this week at the Breakers Palm Beach.

The Breakers Palm Beach played host to the Global Wellness Summit 2017 this week, inviting experts in the health profession from near and far, national and international.

Among those who were invited to take part in this unique three-day event was Dr. Vincent Apicella and Dr. Mariacarla Bago of Premier Family Health & Wellness in Wellington.

Apicella and Bago spoke at roundtable discussions at the Global Wellness Summit on Monday, Oct. 9.

"I would normally say it was overwhelming, but I want to use the word overflowing," Bago said. "I was overflowing, not only with the sheer amount of information, but the sense of gratitude, the sense of happiness, everything that comes with being. It was just an experience unlike any other conference that myself and Dr. Apicella have ever been to, where it felt it was very knowledge-based. This was an experience."

Among the many health professionals in attendance were giants in the health community that included Dr. Mehmet Oz, Dr. Richard Carmona, Dr. Andrew Weil, Dr. Dean Ornish, Dr. Michael Roizen and Dr. Paul Limburg, along with Elissa Epel, PhD.

"One thing that really stuck with me that Dr. Andrew Weil said is how we need to change the culture of medicine," Apicella said. "We need to make wellness fashionable, meaning we have to get the younger population on board with thinking that a healthy lifestyle is here... and to get everyone from the millennial generation to the baby boomers on board with that. It's not a chore to have a healthy lifestyle. It's something that should be the right thing to do moving forward."

The entirety of the event gave Bago a sense of community on a grand scale.

"To see so many organizations internationally proclaiming that same model of health and well-being was very inspiring to me to know that I'm not by myself, that I have resources, that I now have networks to tap into, and that I actually need to be more vocal about our model and what we do to reach more people," Bago said.

Dr. Oz was among the main speakers. During his presentation, he proclaimed mental health as one of the leading healthcare issues of the 21st century. Apicella agreed and said it's already noticeable.

"We don't have mechanisms for awareness, diagnosis and treatment that are strong enough in this country to help the mentally ill from multiple standpoints in our system. We have a difficult time treating the mentally ill population," Apicella said. "That is having a spiral of effects in our culture, from people who are dysfunctional at work to domestic violence and abuse, to mass shootings and crime. All of that can lead back to the mentally ill and our inability to have a public awareness of it, to identify it appropriately, and give everyone from healthcare providers to families the options of treatment."

During lunch, Bago bumped into famed outdoorsman Wim Hof of the Netherlands, also known as "The Iceman."

"A lot of what he had to talk about was how he could be in an environment, an artificial environment, where they submerge him in extremely freezing ice water, and he can maintain his body at normal temperatures. He uses his mind to control his physiology," Bago said. "The relevance to our conference is that the ability to be in a particular state of happiness, of control of your heart rate, of control of your body so that you don't go through depression is controlling your biochemistry."

One of the many highlights of the event came in the form of a panelist discussion that included Apicella alongside doctors Oz, Weil, Ornish and more.

"We need to change the way healthcare professionals are educated from day one, so that we don't have to go through this process," Apicella said. "Then we'll be able to do more research. Then we'll be able to educate more. Imagine if every physician or provider has the same experience and stories. I asked at my roundtable today, 'Where do you folks think most physicians learn about chronic disease?' And they think that we learn that in medical school and in residency, but the fact of the matter is most physicians learn how to treat chronic disease from a pharmaceutical rep, and this is where we have to evolve out of."

On the final day of the summit, a special announcement was made in the ballroom where the keynote addresses were given. The concept was dubbed the "moonshot" to eliminate preventable disease.

"Right now, the focus of disease in our country is on the treatment of chronic disease, so it's the basis of all pharmaceuticals and all healthcare dollar utilization," Apicella said. "It's all on this treatment, this epidemic of treating chronic disease. So, to say that we're going to erase that, and we're going to eliminate chronic disease in our culture, they're making the analogy of that's our shot to the moon."

Both Apicella and Bago have been invited to attend the Global Wellness Summit 2018 in Italy next year.



Why this booming real estate sector is feeling good

by Steve Randall | 11 Oct 2017



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America's housing market is booming with home prices nationwide now back to where they were a

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The booming health and wellbeing sector has been slow to reach our homes but that appears to be changing – and fast!

The wellness real estate and communities market is showing increased demand globally and there are a potential 1.3 million buyers in the US alone according to the Global Wellness Institute.

The full report isn't published until January 2018 but we've been given a snapshot of this burgeoning market.

"The home is the last frontier in wellness, and this is the most important research we've undertaken, not just because it's a hot new industry market - but because it's about where and how we live," said GWI Sr. Researcher, Katherine Johnston.

Based on global consumer spending on housing of around 20% (\$8 trillion per year according to EuroMonitor), the GWI report expects growth in the wellness real estate sector of 9% annually through 2020. That's around \$153 billion.

In the US, GWI expects demand to greatly exceed supply. American Lives' recent survey of American households with incomes over \$75K revealed that 25% are already "very interested" in living in a wellness community.

Prices are already starting to jump, from their positioning as 'affordable' or 'market value' to 10-25% premiums.

Prices are already starting to jump, from their positioning as 'affordable' or 'market value' to 10-25% premiums.

The report also calls for clarity for the wellness real estate market to avoid consumer confusion from those developments that offer just a few benefits.

The homes in this sector should be built with materials that improve air, water, sound and lighting. But there should also be exercise facilities and communities should be designed to encourage healthy activities such as walking rather than driving.

"We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation, etc. – and it's creating powerful opportunities," noted Johnston.

More market update:

- This important tool can be invaluable for real estate brokers
- CoreLogic: 9.1 million Californian homes at risk from wildfires

New Intersections between Neuroscience, Beauty and Wellness to Be Key Topic at 2017 Global Wellness Summit

Top experts in emerging field of neuroaesthetics - Dr. Anjan Chatterjee, Nancy Etcoff Ph.D., and Dr. Lisa Ishii - to keynote

MIAMI, FL. May 23, 2017 - Beauty is the goliath \$1-trillion market within the \$3.7 trillion global wellness industry - a number that speaks volumes about people's eternal quest to look attractive and youthful. And yet knowledge about beauty's scientific basis, and its emotional effects on individuals, is a just-emerging area of research. To tackle this fascinating new field of study, the Global Wellness Summit (GWS) today announced that three of the leading experts on the neuroscience of beauty will keynote at the conference being held at The Breakers-Palm Beach in Florida from October 9-11.

Dr. Anjan Chatterjee, MD, Elliott Professor of Neurology, The University of Pennsylvania and author of "The Aesthetic Brain: How We Evolved to Desire Beauty and Enjoy Art"; Nancy Etcoff, PhD, Assistant Clinical Professor at Harvard Medical School and author of "Survival of the Prettiest: The Science of Beauty"; and Dr. Lisa Ishii, MD, Chief Quality Officer for Clinical Best Practices at Johns Hopkins Health System, whose research focus is on facial perception, will present the latest findings on how beauty impacts the brain, which should shake up fundamental perceptions about (and within) the beauty industry.

"Given the massive size of the beauty market and the fact that studies show that people respond automatically at a deep neural level to beauty, it's time to pay attention to the emerging scientific research on why we pursue beauty so fervently, rather than continue to dismiss it as a somehow misguided or superficial quest," noted Susie Ellis, GWS chairman and CEO. "And these three thinkers' insights will help us forge disruptive and evidence-based connections between beauty and human wellness for the very first time. It will be groundbreaking."

More on the Keynotes & New Research:

Dr. Anjan Chatterjee, MD, Elliott Professor of Neurology, The University of Pennsylvania and Chair of Neurology at Pennsylvania Hospital, is the author of "The Aesthetic Brain: How We Evolved to Desire Beauty and Enjoy Art" and co-editor of "Neuroethics in Practice: Mind, Medicine, and Society" and "The Roots of Cognitive Neuroscience: Behavioral Neurology and Neuropsychology". In "The Aesthetic Brain" Dr. Chatterjee investigates the reasons why we find people, places, and even numbers, beautiful, arguing that we respond to human beauty automatically and unconsciously, because it activates the reward system in the brain related to sex. Scientific American Mind argued his book "makes a compelling case that although art and beauty may seem nonessential, they epitomize our search for pleasure and meaning in life."

New Study to Be Released: Dr. Chatterjee will present findings from a new two-part research project entitled "Beauty2Wellness", undertaken in conjunction with the Global Wellness Institute - the initial findings of which will be presented at the Global Wellness Summit. One focus of the study uses natural language processing and cognitive science experiments to identify the concepts that best bridge beauty and wellness, so that they could be practically operationalized: for instance, indicating which marketing terms and concepts would resonate most with consumers. Another focus of the study is to analyze whether biases against people with facial disfigurement occur implicitly, while also pinpointing the range and depth of these biases to understand how to best overcome them.

Nancy Etcoff, PhD, is Assistant Clinical Professor at Harvard Medical School, and psychologist at the Massachusetts General Hospital Department of Psychiatry where she directs the Program in Aesthetics and Well Being. She conducts research on the science of happiness, and created the first course ever taught at Harvard in neuroaesthetics. Her book, "Survival of the Prettiest: The Science of Beauty", has been published in over a dozen languages and is the subject of a Discovery Channel documentary. A provocative inquiry into what we find beautiful in people and why, it skewers the myth that the pursuit of beauty is a learned behavior, an invention of the fashion industry, or a backlash against feminism - it's in our biology. As the New York Times Book Review noted, it's "the first book to put all the science on beauty into one lively yet thoughtful package, showing again that it's not just ax-grinding males who believe that biology continues to play an important role in our lives." Her work on the brain and beauty has been wide-ranging, including being involved in Dove's groundbreaking "real beauty" campaign.

Dr. Lisa Ishii, MD, MHS, is the Chief Quality Officer for Clinical Best Practices for the Johns Hopkins Health System, and the Senior Medical Director for Clinical Integration in the Office of Johns Hopkins Physicians. A practicing plastic surgeon, her research interests focus on the science of how people perceive beauty, and specifically, on how faces serve as the portal for how we communicate with the world and how the world identifies us.

To learn about sponsoring Dr. Chatterjee's new study at the University of Pennsylvania, contact Michelle Gamble.

To learn about attending the 2017 Summit:
<http://www.globalwellnesssummit.com/2017-summit/>

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers, Palm Beach, Florida from Oct. 9-11, 2017.

For more information, contact:
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Latest news

21 Sep 2017

Disruptive technology and business models top agenda at Global Wellness Summit

BY JANE KITCHEN



Van Paasschen's keynote, 'Wellness in the Age of Disruption', will explore how change is not only wreaking havoc on companies but also on social structures

Disruptive technology and changing business models will dominate the agenda at this year's Global Wellness Summit.

From the impact of AI, to virtual reality, Bitcoin, Blockchain and robotics, many of the keynotes will address the disruption that will most impact the wellness industries, so that conference attendees can better grasp upcoming threats and opportunities.

The disruption experts who will analyse the technology and business trends that will shape the future include: Frits Dirk Van Paasschen (former CEO of Starwood and author of *The Disruptors' Feast*), Paul Price (CoCreativ), David McCaughan (Ai.agency), Maggie Hsu (Zappos), Alia Crum (Stanford University), Laurie Racine (Lifesquare) and Ramesh Caussy (Partnering Robotics).

The conference will be held at The Breakers in Palm Beach, Florida, US, from 9-11 October.

"We are living in a time of radically accelerated change, profoundly transforming businesses around us and affecting how we live day-to-day," said Van Paasschen. "We have all seen businesses that were either 'change-blind' – or simply too slow to react.

"I'm excited, as one of the presenters, to explore how the same patterns of disruption are affecting wellness in our lives and to see how the wellness industry can navigate through a world of ever more disruption."

More about the speakers and topics:

Frits Dirk Van Paasschen

Former CEO of Starwood and The Coors Brewing Company, and past president of EMEA for Nike, Van Paasschen is the author of *The Disruptors' Feast: How to Avoid Being Devoured in Today's Rapidly Changing Global Economy*. Van Paasschen's keynote, "Wellness in the Age of Disruption", will explore how change is not only wreaking havoc on companies but also on social structures – and how we need entirely new traditions to reclaim control of our businesses and lives.

David McCaughan

For three decades McCaughan led communication strategies for a variety of brands with global advertising agency, McCann. He now serves as chief strategy officer at Ai.agency, using artificial intelligence tools to discover and track the key narratives driving brands and category opportunities. His keynote is entitled, "Beauty, Wellness & Artificial Intelligence: Finding the Narratives that Matter".

Paul Price

An award-winning digital marketing leader, Price has served as CEO of several successful digital marketing companies, where he acquired deep experience on the convergence of technology and marketing. He is now group CEO of CoCreativ, a new group of best-in-class creative solutions for digital commerce. In his keynote, "WHAT IF: Imagining the Unimaginable Impact of Technology on Your Business", he will share his playbook for digital marketing in the 21st century, along with his top-ten plays for growing customers in the wellness category using the most powerful marketing technology applications.

Maggie Hsu

Hsu is Adviser at Zappos.com, the leading online retailer for shoes and clothing, and former director of strategy for Brands and Commercial Services at Hilton Worldwide and consultant at McKinsey & Company. Her keynote "Virtual Reality, Augmented Reality, Bitcoin and Blockchain for Wellness: Fad or Future?" will explore the most transformative new technologies, to identify which make the most sense (or not) for the wellness industries.

Alia Crum, PhD

Crum is assistant professor of Psychology at Stanford University, PI of Stanford's Mind and Body Lab, and health director at the university's SPARQ (Social Psychological Answers to Real-World Questions). Her keynote, "Understanding the Positive Implications of the Placebo Effect", will present new research on the eye-opening role of mindset in shaping the effects of diet, exercise and stress. Crum has received the National Institute of Health's New Innovator Award.

Laurie Racine

Racine is CEO of Lifesquare, a startup that is changing the way people connect and communicate critical health information among in-hospital teams and between people as they go about their daily lives. She has spent the past 20 years investing in, founding or running companies like dotSub, Creative Commons, Startl and Lulu Enterprises. A champion of women founders, Laurie also advises or sits on the board of The Skimm, littleBits and Open Road Integrated Media.

Ramesh Caussy PhD

Caussy is CEO and founder of France-based Partnering Robotics, and president of Roboethics, industrial president on ethics in robotic service, by Grenoble INP. He has worked for various Fortune 500 tech companies (Intel, Alcatel, 3com) contributing greatly to breakthroughs such as the release of XDSL, connected Palmor, and the Intel Connected TV platform. His talk (and immersive experience) is "Meet the Wellness Robot", which shows how this technology can enhance human wellness.

With a conference theme of "Living a Well Life", Summit attendees will not only hear about disruptive wellness technologies, they will experience them: from DNA and personal biomarker testing to a wellness robot, to new technology that makes real-time access to people's health information a reality.

DESTINATION DELUXE

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GLOBAL WELLNESS SUMMIT 2017

by DestinationDeluxe



A three-day event held at The Breakers Palm Beach in Miami (October 9-11, 2017), this year's Global Wellness Summit features an impressive line-up of 50 speakers, looking at the concept of "Living a We'll Life" and why wellness is changing the way business is

Destination Deluxe caught up with Susie Ellis, chairman and CEO of the Global Wellness Summit, to talk about the future of wellness.

SPA+CLINIC



Beat Digital Addiction For Good Health – and Better Looks!

25/08/2017

The digital age is rewiring us. It's already changed the way we shop, work and play – but it's also having an insidious effect on physical and emotional health.

Searching websites, texting, checking emails and uploading to social media sites has become, in some ways, an essential preoccupation to keep abreast with one's job and competitors, grow a business and just stay relevant and attractive to clients and consumers at large.

But the downside is that it can easily infiltrate every part of a person's life – whether you are a business owner or team member – to a debilitating degree. In essence, it becomes addictive behaviour, hard-wired into the psyche, and as difficult to tackle as perhaps alcoholism, gambling and compulsive eating.

Many of us wake up and reach for our phones to check in with the outside world before checking in with ourselves.

And then, once “plugged in”, many of us find it difficult to disconnect until our head reaches (or crash lands) on the pillow each evening, often preceded by last minute social media browsing, updates or posts.

Research shows overuse of digital devices can have a negative effect on our appearance (take, for instance, new age symptoms such as Phone Face and Tech Neck) and our mental health, but being connected via technology is essential for most business owners.

But it's just not healthy to be wired-in and “on” all of the time. We all need downtime and regular breaks from our digital devices, to reconnect with our inner world – oh, and other people in the real world.

Indeed, no matter what your relationship with technology is, everyone can benefit from learning simple tips to create healthier ways of relating to the changing world around us.

While we need technology to run our businesses, service our customers, and communicate with family members and friends, we also need to create ways to take a technology break before we reach breaking point.

GLOBAL WELLNESS SUMMIT TACKLES THE EPIDEMIC

The upcoming Global Wellness Summit*, to be held in Palm Beach, Florida October 9-11, takes on *The Good and Bad of the Intersection Between Technology and Wellness* – a harbinger of a major wellness trend for 2018 and beyond.

“Technology has seeped into every aspect of our world, including wellness,” says Susie Ellis, Chairman and CEO of the Global Wellness Summit.

“At this year’s Summit experts will weigh in on both the positive and negative influence technology is having on individuals as well as the \$3.7 trillion wellness industry, and where intersections between wellness and technology are headed in the future.

“Technology and wellness are interesting bedfellows: we may all crave a periodic “digital detox”, but we also yearn for the latest in technology that promises to alter and improve our health and wellness – whether that’s the analysis of our DNA and personal biomarkers or the latest ingestibles, embeddable or wearable technology.

“This year’s Summit will feature a host of experts that will help delegates come to terms with tech’s role in the evolving wellness landscape – and within their businesses.”

During the 3-day event, delegates will hear from leaders in DNA and biomarker testing and experts in technology will lead discussions about virtual reality, augmented reality and even artificial intelligence and their role in wellness.

A roundtable discussion of global experts will explore *Good News/Bad News: Mental Wellness and Technology*.

‘IT’S KILLING US’

At the Global Wellness Institute’s Round Table in New York last year, one of the key topics of discussion was *How Technology – Enabling 24/7 Work – Is Killing Us*.

“Technology has spawned new, global work realities: imprisonment by screens, and a powerful erosion of the line between now always-on ‘work’ and ‘life’,” a GWI paper recapped after the event.

Harvard Medical School scientists have found that “using a cell phone or laptop before bed can disrupt the body’s production of melatonin and negatively affect sleep quality”.

Another study published by the Public Library of Science found that “the more time a person spends on Facebook, the more dissatisfied they ultimately feel with their own life”.

“Assembled experts agreed that we have not yet begun to grasp the wide-ranging impact on employees’ physical and mental health – and productivity,” said the GWI paper.

“Shawn LaVana, head of marketing, Virgin Pulse, said: ‘We’re checking our smartphones 150 times a day. How focused can we really be? All of this time in front of screens, for work and in our personal lives, means we’re not exercising and eating well. All of this feeds into a vicious cycle of poor health choices. These are negative habits we’ve built, but we can build positive habits in the same way’.

“James Brewer, workspace consultant for Steelcase, added: ‘The disintegration of work-life boundaries is also being driven by globalisation. 24/7 connectivity is making the divide between work and life a blur, where people are constantly ‘on’. The roundtable heard that ‘this is killing us’. When you have teams distributed worldwide, you have new realities like workers having to virtually collaborate with colleagues and business partners in the middle of the night’.”

WHAT DOES THIS MEAN FOR YOUR SALON, SPA OR CLINIC?

There are two key streams:

1. If you are an owner encouraging e-interactivity to drive business, and to keep connected with staff during and after hours, looking out for the wellbeing of your team will become a priority in this respect. Or, if you are a team member, so will taking responsibility for monitoring and drawing lines around your own e-activity, to ensure it stays within healthy bounds. Easier said than done, of course. Which is where a new era of “digital detox” philosophies and services is fast gaining ground.
2. In-treatment services at salons, spa or clinics aimed to create safe havens for clients/consumers (more emphasis on the “hands-on” approach than “express” services for the time-poor). Or dedicated off-site programs.

DIGITAL DETOX INITIATIVES

Medical, wellness and aesthetics practitioners around the world are embracing ways to loosen technology’s vice-like grip on the physical and emotional wellbeing of its “addicts”.

Take, for instance, the *Digital Detox* initiative that were launched by the luxury Mandarin Oriental hotel chain at all its spas worldwide in September last year.

The program is designed to help guests find new ways to manage their relationship with technology and the stress that can come with a constantly connected digital lifestyle.

“Technology has brought us many great advances,” said Jeremy McCarthy, Group Director of Spa and Wellness, “but the expectations for instant communication and the increasing pace of change in the world can have a negative impact on our wellbeing.”

By booking any treatment at a Mandarin Oriental spa, guests can also access a range of wellness advice and activities designed to help them disconnect from technology.

Mandarin Oriental has worked with the renowned Mayo Clinic in the US on the creation of a range of tips and guidelines that can help establish personal boundaries on the use of technology, clear mental chatter and establish a healthy, digitally balanced lifestyle.

The program encourages guests to surrender their phones on arrival at the spa, thus removing any online distractions.

In the spa relaxation rooms, guests can access a full range of mindfulness activities such as journalling, note card writing, colouring, meditation or simply relaxing and enjoying the silence.

There is also a selection of curated spa retail offerings, ranging from crystals and eye masks to meditation pillows and a selection of calming teas and oils. All have been chosen to encourage mindfulness and digital disconnection.

An 80-minute Digital Detox Retreat focuses on grounding both body and mind through the power of human touch, and is designed to provide a calming and peaceful respite from the outside world and the stress of repetitive movements. The treatment includes relaxation in an aromatic bath, followed by a massage that concentrates on the head, eyes, neck, shoulders, hands and feet.

“The spa is one of the few places left in modern society where it is acceptable and even encouraged to disconnect from technology,” says Jeremy McCarthy. “The spas at Mandarin Oriental provide a perfect haven for people to escape from technology, even if only briefly, to rest their minds and reconnect with themselves.”

On departure, inspired by tips on how to achieve a more digitally balanced life, guests can reclaim their cleaned device from the spa, repackaged in its own protective digital shielding.

WAYS TO A DIY DIGITAL DETOX

Alison Nancye is a sought-after speaker and media expert in mind wellness, meditation and mindfulness, life skills and healthy living.

She offers some top tips for digitally detoxing when you're time poor – turns out there's even an opportunity to get some space from your smart phones during work hours.

“When you give yourself permission to take a little time out to breathe, take a walk in the fresh air (without the phone!) and eat a meal without photographing it or texting or talking, then you give yourself the space to recharge,” Alison says.

“A mini detox can be a genuine start to looking and feeling great. Like a mini-facial or lunchtime-peel, this a mini digital detox can be factored into your everyday life no matter what day of the week.

“If you want you, your business and the staff running your business to be genuinely healthy, present and productive, then why not consider taking regular digital detox breaks?

Start with one digital detox tip and refine it to work best for you. Then, build a new tip into your repertoire and keep going until you reach a place where you feel like you are running your life and your life is not running you!”

Don't turn your phone on the second you wake up

When you wake up, give yourself time to wake up in body and mind organically. It could be gentle yoga stretches, meditating, an invigorating shower scrub, a walk or run in the fresh air or simply having a warm cup of something in silence or journaling or goal setting with a pen and notebook.

Turn your phone on silent regularly

It can take a lot longer to do tasks if you are continually interrupted by phone calls, texts or alert updates. Turn your phone on silent for specific intervals throughout the day to complete pressing tasks.

Eat without phone interruptions

Choose one meal a day where you are not connected to your phone. Turn it on silent or put it to one side so you can eat mindfully and be present to the food or anyone you may be dining with.

Schedule technology times into your diary

Hanging out on your phone on social media and browsing online shopping sites can be a great way to spend time or a great time waster. Remember the social media posts will always be there, you won't miss anything by giving yourself a little more space in your schedule to be present to the people and tasks around you, minus the social media. Choose certain time slots throughout the day to check in and then check out of social media.

Disconnect from technology well before bed

There is enough research out there reminding us that the light from the phone and computer screens is not a great way to wind down our brain before bed. Turn off your screens at least one hour (ideally two) before you wind down for the day. Read physical books, meditate, listen to music, leisurely cook, hang out with loved ones, friends and family, journal or simply let go and relax before bed.

THE FULL MONTY

“Once you’ve given the mini digital detox a trial, if you’re feeling really courageous it may be time to really go cold turkey and digitally disconnect for a longer time period,” says Alison.

“This is a guide to applying a full digital detox at certain intervals in your life to regroup, refocus and recreate a whole new relationship with your technology and yourself in the process.

Choose 1-2 days to Digitally Detox

Make a commitment with yourself to disconnect from technology for 24-48 hours (more if you’re really courageous). Stay committed to this timeframe. Prior to going on your digital detox make a list of projects or activities you would like to do during your break. It could be going on a holiday, renovating a room, getting a massage or pamper treatment, or spending time in nature with loved ones (minus the pics to prove it).

Alert People

Notify relevant people that you will be having a vacation from your technology and when you will be back online again. Put an alert on social media, your phone message service or where people regularly contact you to let you know you are having a technology vacation and when you will reconnect.

Turn off the Television

The TV can be a massive time waster and energy zapper. Have TV-free evenings or weeks to really free up your space at home and create more space to just relax and be.

Resist the Urge

You may find it hard not to check your phone but if you genuinely want a break from being digitally connected you need to be strong. It’s like taking a sugar or alcohol detox. If you break the commitment you haven’t done what you set out to do. If you are really finding it difficult, then start with (say) 1/2 a day digitally detoxing and then build on that skill.

Find New Interests

We can get in a rut in life doing the same thing day in day out and checking in with technology can be part of that mundane rut. At various intervals throughout the year (the change of season is a great time) pursue new interests. Have new projects to look forward to, holidays to take, home projects to immerse yourselves and you will find you will naturally feel less drawn to waste time on technology.

ALISONNANCYE.COM

- The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the US, Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria.
GLOBALWELLNESSINSTITUTE.ORG

By Jenni Gilbert



greenlodgingnews®

Global Wellness Summit Announces Full Three-Day Agenda

By **Global Wellness Summit** · September 6, 2017 · 241 · 0

MIAMI—The **Global Wellness Summit**, the annual event that attracts international business and industry leaders focused on the growth and opportunities to be found in today's \$3.7 trillion global wellness economy, released the agenda and speakers for its 2017 conference, taking place at The Breakers Palm Beach, Fla. this October 9 to 11.

The theme of this year's Summit is the business of "Living a Well Life," and the three-day event will feature a lineup of over 50 speakers and presenters, each sharing his or her unique insights on how—and why—wellness is changing the way business is done and what the future of wellness holds.

"The Global Wellness Summit is the most important international conference on the business of wellness: a truly transformative, three-day event where relationships are forged, investments are made and business gets done," said Susie Ellis, Chairman and CEO. "It's the only conference in the world where global leaders connect around the topic of health and wellness from the point of view of prevention, while immersing themselves in the latest research and exploring the increased opportunities to make a major impact on people's lives—and the world economy."

The Summit's agenda will look closely at big picture trends, such as technical, social and economic changes that are impacting all of its sectors: hospitality, tourism, spa, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

Some of the Topics

The packed agenda of high-level keynotes, speakers and collaborative roundtables includes thought-provoking topics like: "Good News/Bad News: Wellness and Technology;" "Fake Wellness or Wellness Evidence: Why it Matters;" "What Wellness Investors are Thinking, Saying, and Most Importantly, Doing;" and "The Impact of Wellness on the Big Business of Beauty." See full 2017 GWS agenda [here](#).

In addition, the Global Wellness Institute will release its first research report on the fast-growing new market of "Wellness Communities & Lifestyle Real Estate," exploring the potential of communities and developments with healthy living at their core.

The full speaker list available [here](#). Delegates will also enjoy the inherent wellness of The Breakers, an iconic, 121-year-old, eco-conscious resort set on a palm-lined beach and dozens of acres and offering a host of outdoor wellness and fitness activities.

To see all the activities taking place over the three-day conference—as well as pre- and post- event activities—view the entire [agenda](#).

The Summit is a gathering for senior industry executives and leaders; for information about applying to attend this invitation-only event, click [here](#).

BEYOND GHETTOS OF WELLNESS: A FUTURE OF GIVING

🕒 March 31, 2017 👤 [Susie Ellis](#)

☰ [Articles](#), [Message News](#)



This essay was inspired by Andreas Braun's [keynote](#) at The Global Wellness Summit, which was held Oct. 17–19, 2016, in Tyrol, Austria. It is published by permission of the Global Wellness Summit.

One of the most insistent arguments, resounding through most sessions at the [2016 Global Wellness Summit](#) was the need for wellness to reach beyond rich elites, according to the Global Wellness Summit Report, [8 Wellness Trends for 2017—and Beyond](#).

Leading economists painted the new—sudden—global picture: a world where a rising sense of unfairness is unleashing a global storm of populism. Economist Thierry Malleret, Founder, *The Monthly Barometer*, presented a keynote that explored a crucial paradox: In a world where global economic abundance has never been higher, why is not only global un-wellness—such as obesity and mental illness—rising, and why is a wave of populist conservatism underway.

Malleret postulated that it's not as simple as how well nations or individuals are doing economical—a simple matter of richer or poorer—but the fact that humans are hardwired down to our DNA for fairness.

And a rising, global sense of unfairness is unleashing a whole lot of unhappiness.



We All Need Wellness

What are ghettos of wellness? You know them—people flying to that dreamy tropical island for a stay at a dreamy, five-star wellness retreat and driving past slums as they enter the gates.

Or you might wonder if that amazing local practitioner is actually being paid just a few dollars while the resort is charging you over \$200 for a 90-minute massage.

Ghettos of wellness exist in all the things you can now purchase in the name of wellness in our ever-richer, gentrified global cities, against the backdrop of ever-sharpening income inequalities beyond that city—and worldwide.

The media has two distinct voices when it reports on wellness. One is the avalanche of stories and blogs on the latest trends that the beautiful, young elites are adopting. The second is a rising, smart, mini-industry of wellness bashing.

That second media argument: The pursuit of wellness is intrinsically a culture of narcissism, an inward-turned obsession with self-optimization at the expense of real socioeconomic change.

While reducing wellness to its richest, sometimes grotesque, varieties is increasingly understandable; it is, of course, not quite accurate.

It's the growth of the global middle class that's most fueling growth for the vast, \$3.7-trillion wellness market. (This is according to the Global Wellness Institute's new research on the seemingly unstoppable expansion for the healthy food, beauty, fitness, alternative medicine, spa and markets).

However, throwing out the wellness-and-prevention concept with the elitist bathwater is a terrible idea, evidenced by stats like the number of obese and overweight people more than doubling since 1980, to almost 2 billion adults, according to the World Health Organization. Preventable diseases like heart disease are now the world's top killers.

Inequality of Well-Being

With the latest [United Nations World Happiness Report](#) showing a disturbing increase in the last few years in people's perceptions that there is now more inequality of well-being, you can feel the criticism of a wellness industry overly preoccupied with serving rich elites start to ratchet up.

We live in an age of socioeconomic wake-up calls, with new, world-shocking evidence of what perceived gaps between the happy and the unhappy, the elites and those who revile them, can actually do.

Global Wellness Summit experts discussed several key ways that the wellness industry must—and will—change in this new world:

- More giving back and doing something to bring more wellness services to more people. And if many wellness businesses already have charitable initiatives, the future is a giving-back and community-building model baked deep into the business model.
- A new [Wellness Tourism 2.0](#), where wellness is not merely the province of elites behind the resort's gated walls. The future is a shift from a property focus to developing and promoting towns, regions, and even nations, where more authentic, comprehensive wellness is packaged: from positive environmental policies to access to sustainable, healthy food to broader social justice, benefiting tourists and locals alike.

- A proliferation of lower-cost wellness products and services: from a new spate of affordable, healthy grocery stores to low-cost spa chains.
- A focus on the well-being of employed practitioners who actually deliver all this wellness. So, lower prices, still, but a conversation about fair price and the state of wellness labor as well.



Give More

The future of well-being is every profitable wellness business giving more to communities, charities and those in need, and bringing more wellness services to people who can't afford them.

As Columbia & Oxford Universities [Professor Gerry Bodeker, Ed.D., M.S.C.](#), said at the Global Wellness Summit, it can be as simple as spas figuring how many hours a week their therapists just sit there, and sending them out to eldercare facilities or women's shelters. Everyone, from massage therapists to yoga, meditation and fitness teachers, [needs to take what they do](#) outside of their narrow pasture.

For instance, the [Beauty Becomes You Foundation](#) sends spa and salon therapists—who donate their time—out into the senior community to deliver desperately needed touch and aesthetic services.

The nonprofit [Yoga Gives Back](#) has organized so that the yoga community gives back to the poorest mothers and children in yoga's home, India, whether through micro-loans or sending destitute children to school.

[Miraval's Give Back](#) program allows people to nominate someone going through hard times and who needs wellness support but lacks the financial resources, to stay for free.

■ LIFE

WELLNESS TOURISM

Promoting health and wellbeing in natural environments

The rapidly growing African 'wellness in the wilderness' concept harnesses a traditional safari to activities such as yoga, meditation and spa treatments

27 FEBRUARY 2017 - 07:00 by ALEXANDER MATTHEWS



Natural connection: Custom-made itineraries can combine sightseeing and various wellness experiences. Picture: SATORI AFRICA

In November, "wellness in the wilderness" was identified as the most significant new trend to emerge in African travel by the World Travel Market Global Trends Report 2016.

The concept combines a traditional safari with activities such as yoga, meditation and spa treatments.

Such experiences, the report said, are typically booked by older, moneyed holiday makers yearning for "more than just a typical African getaway" – these travellers want to "gain life-enhancing skills through mindful activities that can be applied to everyday life, offering a richer holiday experience".

The emergence of this trend in Africa has been a long time in coming. The New York-based Pravassa, which claims to be the world's first wellness travel company, was founded by Linden Schaffer in 2009, when she traded a fashion career to take travellers on "healthy experiential journeys" to the likes of Vietnam and Costa Rica.

Pravassa's success forms part of a groundswell that has seen the global growth of wellness travel outpacing conventional international travel by a whopping 74% in 2014, according to The Global Wellness Summit.

It's an apt time for the first Africa-based wellness-focused travel company, Satori Africa, to open its doors. Headquartered in Cape Town, the company puts together custom-made itineraries that combine sightseeing, luxury accommodation and gastronomy with as many as 40 different wellness experiences including yoga, life-coaching, Ayurveda, Reiki, Pilates and meditation – all guided by the leading experts.

"We want to help people to be inspired to find their own place or way of wellness. It can be about moving the body, stilling the mind, becoming attuned to nature, connecting with the earth, finding your inner child, resetting, detoxing or simply just more 'me' time," says Satori Africa founder Mark Bland.

For him, setting up Satori Africa meant the merging of his two great passions: hospitality and wellbeing. A trained chef, he has also worked at Londolozi Game Reserve and helped with the

2013 relaunch of MannaBay, a boutique hotel in Cape Town, before joining Spier wine farm, where he was the brand manager for its hospitality wing until June 2016.

After reading about yoga teacher and life coach Sharni Quinn, he started attending her classes as a means of coping with the anxiety and stress with which he has long struggled. He found weekly yoga sessions helped him "to still my mind and shut off the inner voices of my ego and anxiety".

After sustaining a number of injuries from boxing, trail running and bad office posture, he kicked it up a notch: his yoga practice became more frequent and serious. This inspired him to leave Spier, complete a yoga teacher training course in Thailand and launch Satori Africa as a means of inspiring others to reap similar benefits.

"Yoga and other forms of wellness give you the tools to be able to deal with whatever life may throw at you — skills that you can use for the rest of your life," he says.

Bland believes that connecting with Southern Africa's natural beauty is a significant source of wellbeing. "There is something truly restorative and soulful about just being immersed in and feeling the beautiful simplicity of Africa – the sight of the sunsets, the smell of the ocean air, the taste of the local produce, the touch of the sand and the sounds of the bush," he says.

Best-selling author and mindfulness coach David Michie agrees: "Some places lend themselves quite naturally to mindfulness. The fascinating wildlife and ever-changing environment of a safari is one of these.

"You are very aware of the present moment sitting on the back of a Land Rover when there could be a herd of elephants around the next corner."

Since 2015, the Perth-based Michie has been hosting six-night "mindfulness safaris". This year's, which runs at Clive's Camp and Xidulu lodges on the edge of the Kruger National Park from August 12-17, will host 20 guests participating in mindfulness workshops, meditation sessions and game drives.

Not to be outdone, Mhondoro Game Lodge, in the Waterberg's Welgevonden Game Reserve, will be hosting a detox and yoga safari led by Dutch yoga instructor Monique Christiaans from June 10-24.

"During these six days, you can recharge your batteries completely and at the same time become more aware of nutrition and the importance of food and what it does in your body," says Christiaans.

Mhondoro Game Lodge has expansive decks, heated pools, a yoga room, two gyms and a spa.

While at some lodges, wellness feels like an obligatory add-on (with an excruciating panpipe soundtrack to match), others have incorporated it as a core offering to guests.

The famed Londolozi in the Sabi Sand Game Reserve offers daily classes involving Iyengar, Ashtanga and Jivamukti postures on its yoga deck

beneath the branches of a huge, 500-year-old jackalberry. Guests can also enjoy different kinds of massage in their rooms (or on their decks) and the gym is open 24 hours a day.

Birkenhead House in Hermanus and Ellerman House in Fresnaye, Cape Town,, offer comprehensive spa treatments that go above and beyond the usual — as does Bushmans Kloof in the Cederberg, where the spa won Best in Africa at the 2016 Wellness Travel Awards.

Kapama Karula in Hoedspruit has a wellness centre offering a comprehensive range of spa treatments including those using the South African skincare range Healing Earth.

"The days of overstocked buffet tables, one-size-fits-all experiences and standardised offerings are over," Bland says.

“ There is something truly restorative and soulful about feeling the beautiful simplicity of Africa ”

"Travellers are looking for real experiences. They want to feel the energy, connect with the world and sense the pulse of human existence.

"Not to say that this cannot be tinged with touch points of opulence and the occasional indulgence, but the way that people are travelling is changing. And for the better.

"We believe in achieving the balance of health, beauty and discovery. How can you tick off your big 2017 bucket list items, but in the process come out a happier and healthier person for it?"



Global Wellness Summit Presents 5 Trends for the Thriving Florida Wellness Market

(May 03, 2017)



GLOBAL WELLNESS
SUMMIT

Miami, FL (PRWEB) May 03, 2017

The Global Wellness Summit (GWS), the premier conference for the \$3.7 trillion global wellness industry, released five trends shaping the future of Florida's wellness market at a press conference held at The Breakers, Palm Beach, the site of the 11th annual Global Wellness Summit.

The 2017 Summit theme, "Living a Well Life," will put a spotlight on how the future of wellness will impact every aspect of an individual's life. The GWS, which takes place October 9-11, will include keynotes from dozens of high-profile experts, including Dr. Richard Carmona, former U.S. Surgeon General, Dr. Andrew Weil, and Dr. Mehmet Oz, and draw 500+ delegates from over 45 nations to Florida.

"Florida is a booming wellness market, and a real pioneer: for instance, it's the uncontested world leader in developing new wellness communities and real estate concepts," said Susie Ellis, GWS chairman & CEO. "Having the Summit back in the U.S. opens up unique opportunities for a dynamic, future-focused agenda - as we will hear from so many visionaries and entrepreneurs from the largest, most innovative wellness economy in the world."

"GWS delegates will walk away from this year's Summit with a deep understanding and appreciation of how businesses can holistically embrace wellness and thrive," said Paul Leone, CEO of The Breakers.

Five Wellness Trends in Florida

Note: a longer analysis of each trend, with Florida examples, can be found [here](#).

1) Florida: World Leader in Wellness Communities & Lifestyle Real Estate
Homes and communities designed for residents' physical, mental, social and environmental health represent one of the fastest growing wellness markets: growing globally from \$100 billion in 2013 to \$119 billion in 2015 and projected to jump to \$153 billion by 2020. And Florida is the hands-down world leader: an experimental hotbed for wellness real estate concepts. One reason: Florida is the birthplace of New Urbanism (i.e., Seaside and Celebration), which emphasize design features like mixed use, walkability, traditional neighborhoods and transit-oriented development, paving the way for the broader concept of "wellness communities". Another: the state experiences powerful population growth (from retirees to working people with families), driving constant creativity in new housing concepts. Florida has had shining examples of wellness communities for years, like "smart" wellness city, Lake Nona (Orlando), the most sophisticated example in the world of what master planning for wellness can accomplish. And Florida's development pipeline is packed: from The District: A Life Well Lived (Jacksonville) to "farm and garden" wellness living developments like The Grow (Orlando).

2) "Conscious Travel": A Destination's Values to Increasingly Impact Consumer Choice
The environmental values of businesses and hospitality properties have been impacting consumer choice for years. But a future trend for Florida and the world is how the human values of a business/property will matter more. The concept of "wellness travel" will no longer be confined to healthy guest programs, it will increasingly include how well the employees are treated or how much a property gives back. For instance, if it's a disturbing paradox that most wellness resorts have not made worker wellbeing a priority, The Breakers, Palm Beach is a star counter-example: putting the wellness of their 2,000-strong workforce at the heart of everything they do from an on-site green market to super-affordable child and elderly care on demand.

3) A Coming Wave of DNA, Personal Biomarker & Epigenetic Testing
Over the next 5 years a flood of individual genetic tests, and more sophisticated personal biomarker and epigenetic tests, will hit Florida, rewriting how healthcare and wellness get done. The first wave of genetic tests, like 23andMe, returns pure probability data: you have X% more risk of developing certain health conditions. Critical info, but limited by nature, because it's not our genes that most powerfully determine what diseases we get, but lifestyle factors like diet, exercise, stress and our environment. Enter the science of epigenetics: the analysis of how we turn our genes "on" and "off", and the basis for a second wave of tests that measure dozens of personal biomarkers to identify what's genetically modifiable. For instance, a new three-part test coming this year called Wellness FX combines a genetic test; comprehensive blood, body and biomarker diagnostics testing; and an intestinal biome test to deliver a 365-degree personal health profile. This coming tsunami of genetic/epigenetic tests are especially relevant, and a unique business opportunity, for Florida, because of the state's largely aging population. New medical-wellness business models will arise around these tests, because the interpretation of results and subsequent "prescriptions" need to be overseen by medical professionals.

4) New Directions in Mental Wellness

For decades, a physical health focus has dominated in the wellness industry, far overshadowing mental wellness. That ubiquitous industry term "mind-body" hasn't been an equal marriage, and perhaps significantly less so in Florida with its "body beautiful" culture. But with a serious mental wellness crisis skyrocketing in Florida and globally (driven by everything from always-on work to social media fueling a loneliness epidemic), wellness resorts, spas, and fitness/wellness centers are suddenly ramping up "healthy mind" programming. And Florida's new mental wellness offerings are so diverse: from new "integrative mental wellness" programs, like spas bringing in neuroscientists to the rise of "drop-in" meditation studios to a much more powerful focus on brain-boosting sleep; arts, creativity and dance; breathwork; and silence and unplugging.

5) The Science of Happiness

New studies, like the World Happiness Report, are helping governments to dramatically expand the concept of wellbeing beyond GDP ("money"), including factors like healthy years of life expectancy, social support, trust and generosity. Each year, the studies indicate that beyond financial and physical health, a perception of "fairness" and mental wellness, are paramount for human happiness. Which is why poorer, unhealthier nations can rank happier than rich, healthy ones and Northern European nations always hit it out of the park.

The science of happiness has real momentum (the UAE has even recently appointed the world's first Minister for Happiness), and the happiness movement has landed squarely in Florida: in March, the first World Happiness Summit was held in Miami. Already, Miami's Mayor has set a goal to make Miami the happiest large city in the U.S. And according to Gallup-Healthways Wellbeing Index, several Florida metro regions are national leaders: Naples-Immokalee-Marco Island leads the entire nation in reported wellbeing for the second straight year, while North Port-Sarasota-Bradenton ranked sixth out of 189 American cities. The "science of happiness" will impact Florida's wellness culture in diverse ways: from a bigger focus on social connection, positive psychology, mindfulness and building healthy communities to adding happiness workshops to employee wellness programs.

For more info on the press conference or trends, contact Beth McGroarty:
beth.mcgroarty(at)globalwellnesssummit(dot)com or 213-300-0107.

For information about attending the 2017 Summit, visit:
<http://www.globalwellnesssummit.com/2017-summit/>

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. This year's will be held at The Breakers, Palm Beach, Florida from Oct. 9-11, 2017.

Read the full story at <http://www.prweb.com/releases/2017/05/prweb14300831.htm>.

Reaching for the moon

Spa professionals worldwide gathered at The Breakers in Palm Beach, Florida, for the Global Wellness Summit. Jane Kitchen shares the highlights

JANE KITCHEN, SPA BUSINESS AND SPA OPPORTUNITIES



The 11th annual Global Wellness Summit took place at the historic Breakers hotel in Palm Beach, Florida, US, with a theme of 'Living a Well Life,' which brought a focus on preventative medicine, technology, and how wellness is incorporated into our everyday lives – from where we live to how we work.

This year's Summit was the largest yet, with more than 600 delegates from 79 countries attending the event, with new representation from Monaco, Costa Rica and the Cayman Islands. Susie Ellis, GWS chair, opened the event by emphasising the global nature of the Summit, but also calling on the industry to look beyond the luxury marketplace. "Wellness is for everyone, and we have to care about people who might not be able to afford it," she said. "If we don't have wellness for everyone, then it's not really wellness."

Moonshot

Central to that idea is the Wellness Moonshot project announced at the Summit – a call to eradicate chronic, preventable disease. Dr Richard H Carmona, the 17th Surgeon General of the US, joined Ellis on stage to make the announcement, along with television host Dr Mehmet Oz, Dr Dean Ornish, Dr Elke Benedetto-Reisch, Dr Michael Roizen, Dr Andrew Weil, filmmaker Louie Schwartzberg and other industry icons.

"The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease," said Ellis.

She said the Global Wellness Institute would catalyse stakeholders from both the private and public sectors to coordinate and collaborate on the Moonshot, and would begin with research and education efforts. Dr Carmona – who later during the Summit received the first-ever GWS Social Impact Award – said that the GWI is the right organisation to launch the Moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors.

"Failure isn't an option," he said. "We are the world's wellness leaders."

Wellness communities

In order to help prevent disease, it's important for people to incorporate wellness into their everyday lives, but GWI researchers Katherine Johnston and Ophelia Yeung highlighted just how difficult that can be, with a look into how people live in areas as diverse as suburban America and urban Hong Kong. Johnston and Yeung presented key findings from their upcoming report "Build Well To Live Well," which takes a detailed look at the growing field of wellness communities (See SB17/1, p 70; SB17/2, p 66; SB17/3, p 62). "We cannot fix our global health crisis and its rising costs if we don't fix the places that we live," explained Yeung.

"The body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it "

The full report is due out in January (we'll highlight the details in SB18/1), but the researchers revealed that there are an estimated 1.3m potential buyers for wellness communities in the US alone each year. Homes designed to improve people's wellness are now commanding 10 to 25 per cent higher price premiums, and today there are more than 600 projects being built worldwide that fall under the category. Johnston said the GWI predicts that in the next several decades, building wellness homes will be the default.

"The home is the last frontier in wellness, and this is the most important research we've undertaken – not just because it's a hot new industry market, but because it's about where and how we live," said Johnston. "We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems – sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation – and it's creating powerful opportunities."

Architect Veronica Schreiber Smith, chair of the GWI Wellness Architecture Initiative, moderated a wellness architecture roundtable, and also spoke separately about the shift from human health to human wellbeing in architecture.

"We have to design for all dimensions of wellness," said Schreiber Smith. "Your surroundings directly impact your behaviour. If you can change your space, you can change your attitude. Corporations are starting to clue in on this and society needs to too."

Medical experts

This year's summit saw presentations from some of the top doctors to promote lifestyle change in the US. Dr Dean Ornish discussed his Ornish Diet and his simple formula to "eat well, stress less, move more and love more." Ornish highlighted how his method helps improve chronic conditions like heart disease and diabetes; lengthen telomeres; and change gene expression, turning on health-promoting genes and turning off disease-promoting genes. "Our genes are a predisposition, but they are not fate," said Ornish.

Dr Mehmet Oz – whose US television show, Dr Oz, boasts viewers in the millions – talked about the growing number of people who feel empty, stressed and dissatisfied with life. "We control 70 per cent of how well and long we live," said Oz. He suggested the wellness industry can do more to help people live a well life, and said it's important to make it easy for people to do the right thing. Oz also suggested that there is great opportunity in the spa industry to tackle the issue of sleep – a personal passion of his.

Summit co-chair Dr Gerry Bodeker spoke to delegates via a pre-recorded message, due to complications with US visa restrictions. Bodeker, who was instrumental in crafting this year's agenda, talked about the hope that brain plasticity gives us, especially for mental wellness. "Our brains are designed to keep growing in adulthood to stages of wisdom and enlightenment," Bodeker said.

"It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom "

While we've known about the placebo effect – a beneficial effect attributed to a patient's belief that they are getting treatment even if they're not – for centuries, Dr Alia Crum discussed what we can do to harness the power of the placebo effect for healing. Crum, who is an assistant professor of psychology at Stanford University, has conducted studies which have shown that social context plays a role in how likely people are to benefit from a placebo effect, as does the language that carers choose. "Medicine and wellness have a real opportunity here," she said. "We can make changes in our words and actions that can have a meaningful impact. These forces are not mysterious – the body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it."

And Dr Anjan Chatterjee spoke about the brain's reaction to beauty, and research he's done into the nature of beauty, which suggests we have automatic beauty receptors in our brain, and we automatically associate beauty with good. "That means attractive people have all kinds of advantages in life: more pay, better grades, less punishment," he said.

Cold is hot

Several speakers took on the topic of cold therapy, and how it can help with a number of physical ailments (see our 'Ask an Expert' section, page 44-46). World record holder and author Wim Hof took to the stage to talk about the mind's power to control disease and inflammation. Hof advocates a programme that combines cold therapy and conscious breathing as a means to improve overall physical and mental health (see pages 24-25). Dressed in shorts and a T-shirt, Hof impressed – and charmed – summit delegates both in a keynote speech and a hands-on workshop where he taught his breathing method.

And professor Marc Cohen of RMIT University in Australia taught us all to do the "cold-water hokey-pokey," as he advocated for the benefits of cold therapy, including cold showers. "Visiting the edge of your comfort zone can be a really good thing, but you have to train," he said.

Technology and media

Technology – and its growing impact on our wellbeing – was also in the spotlight this year. As author Agapi Stassinopoulos said: "It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom."

Alexia Brue and Melisse Gelula, co-founders of wellness lifestyle brand Well + Good, took a look at millennial wellness consumers. "The wellness consumer today – especially the millennial consumer – has tremendous access to wellness," said Brue. "There's a mentality of 'I don't need a spa to fix me.' And when they show up at a spa, they're not learning to meditate for the first time." Gelula said that wellness influencers are doing just that: influencing this generation, who are educating themselves online about wellness, often through social media.

But perhaps we need more of this; Dr Andrew Weil suggested that in today's image-conscious world "we should be recruiting thought leaders and celebrities to make wellness fashionable."

"If you don't know what makes you happy, you don't invite it into your life enough. Happiness is a choice, and it's very trainable "

And Jeremy McCarthy, Mandarin Oriental's group director of spa and wellness, spoke in depth about wellness in the age of technology. "If the wellness industry is about living a well life, we need to think about how we help people live a well life in the digital age," said McCarthy. He advocated for establishing guidelines around "digital nutrition" in a similar model to nutritional standards, drawing parallels with food and technology and our need to regulate both. Much like food, "technology is not inherently good or bad – it depends on how much you consume, and the quality of it," explained McCarthy.

Happiness and wellness

Happiness is inextricably tied to wellness, and several speakers explored the subject. Jan-Emmanuel De Neve, associate editor of the World Happiness Report and professor at the University of Oxford, addressed the issue of happiness at work, while author and Google X chief business officer Mohammad Gawdat spoke about engineering for happiness.

De Neve looked at which jobs are most associated with happiness, what it is about a job that makes people happy, whether happiness is predictive of job performance, and ultimately, whether it makes economic sense to make happiness central in the workplace. He said raising employee happiness raises productivity, and that the companies that are rated the best to work for outperform others on stock market indices. Benefits of employee wellbeing include better recruitment, motivation and retention, he said.

Gawdat detailed his quest to find happiness after the death of his son. He searched for a formula for happiness, and ultimately came up with the idea that "happiness is greater than or equal to the events of your life minus your expectations of how life should behave." Essentially, he said, "you feel happy when life meets your expectations." But beyond that, he said, happiness is our default setting. "If you don't know what makes you happy, you don't invite it into your life enough," he explained. "Happiness is a choice, and it's very trainable."

Belgin Aksoy Berkin made an appearance onstage with a group of enthusiastic local kids as she announced Global Wellness Day's focus on happiness and a new wellness educational programme for children. Aksoy Berkin said rising rates of childhood depression and the growing role of technology in children's lives make this programme necessary. "Nobody is teaching us how to live, how to breathe, how to be mindful and how to be ourselves," said Aksoy Berkin. "These are things that are very important to being a happy adult in the future."

And industry icon Deborah Szekely, who received the inaugural Living a Well Life Award, shared her thoughts in an on-stage interview with Ellis. The 95-year-old Szekely, who founded Rancho la Puerta and the Golden Door, said it best: "People have got to move – it's the secret to good longevity. I don't like it every day, but I go and do an aerobic class every morning, five times a week, and on the weekends, I walk." She paused, adding: "It's a very small price to pay for feeling healthy."

Global wellness awards

Leading Woman in Wellness

Julie Bach, Founder of Wellness for Cancer

Leader in Innovation

Steve Nygren, Co-founder of Serenbe

Leader in Sustainability

Neil Jacobs, CEO of Six Senses Hotels Resorts Spas

Leader in Workplace Wellness

PhD, CEO and founder of Wisdom Works

Debra Simon Award for Leader in Furthering Mental Wellness

Louie Schwartzberg, Filmmaker



Julie Bach



Steve Nygren



Neil Jacobs



Renee Moorefield



Louie Schwartzberg

Award winners

Global wellness awards

Social Impact Award

Dr Richard Carmona, 17th Surgeon General of the US



Dr Richard Carmona

Global wellness awards

Living a Well Life Award

Deborah Szekely, Founder, Rancho la Puerta



Deborah Szekely

Next stop: Italy

The 2018 Global Wellness Summit will be hosted at the Technogym Village in Cesena, Italy, from 6-8 October 2018.

Technogym – which specialises in technologies for fitness, wellness and health – will be the 2018 host sponsor, and the location, along with founder Nerio Alessandri's approach to the business of wellness, will drive the agenda of the 2018 Summit.

Located in the heart of Italy's "Wellness Valley," the Technogym Village is a 37-acre campus designed from the ground up to encourage a wellness lifestyle – with a focus on fitness, environmental sustainability, architectural wellness and even mental wellbeing through the beauty of art, music and fashion. It's home to an expansive research and education centre, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.



Technogym's Mauro Nava at the summit

A 'celebration of the elements' gala

For this year's GWS gala dinner, Debra Duneier from New York-based EcoChi blended modern, evidence-based design principles like biomimicry and environmental psychology with millennia-old strategies like feng shui to transform The Breakers' Venetian ballroom into a twinkling wonderland. The gala included a live auction that raised more than US\$125,000 to benefit the Global Wellness Institute's research division.



Debra Duneier



GWS gala dinner



GWS gala dinner



GWS gala dinner

Smart meetings

Designing the Well Meeting

Health & Wellness

BY GARY DIEDRICHS ON DECEMBER 05, 2017



Should you add feng shui and other ancient practices to your checklist?

Recently, the high priests and priestesses of wellness gathered for their annual get-together. These are the visionaries and leaders of the global wellness industry, those who pioneer and advocate wellness practices and treatments.

Dr. Oz of TV fame was there, and so was Cleveland Clinic's Dr. Michael Roizen (the only chief wellness officer at a major U.S. healthcare institution), Dr. Andrew Weil and Wim Hof, known as The Iceman for his preternatural ability to withstand extreme cold and for being an evangelist for cold showers. Famed spas such as Tucson's Canyon Ranch, hoteliers such as Mandarin Oriental Hotel Group and distinguished institutions such as Oxford University and Harvard Medical School were also represented. This year's three-day [Global Wellness Summit](#) was held at The Breakers in Palm Beach, Florida.

But this year, the "delegates" at this invitation-only event were also wellness guinea pigs. They may not have been aware of it, but they were the first attendees at a large event to be touched by a process called "purposeful design."

In essence, this was an attempt to raise the bar for successful meetings. The concept of "meeting wellness"—a heightened sense of feeling engaged at a particular time and place—must necessarily involve more than the usual design considerations.

Planners, of course, are old hands at designing and configuring meeting and event spaces—and adept at responding to changing trends and the shifting sweet spots for specific demographics such as millennials. Yesterday's classroom style gives way to today's soft seating pods, and so on.

Yet, have you ever considered a meeting room's energy?

Three months before the Global Wellness Summit, a New York City-based company, EcoChi, began doing just that. EcoChi describes its approach as a blend of modern, evidence-based design principles (such as biophilia, biomimicry and environmental psychology) with millennia-old strategies (Chinese feng shui, the design wisdom of the Mayans, Vastu Vidya principles from ancient India). Debra Duneier, EcoChi founder and president, is a long-time feng shui master, LEED Green associate and certified eco-designer.

The concept of “chi,” the universal energy feng shui strives to balance, traces to Taoism, a Chinese philosophy with origins tracing to the sixth century B.C. It’s the delicate art of arranging buildings, objects, space and life to achieve healthy harmony and balance.

“This is the first time this has been done for a temporary space,” says Duneier, whose previous clients have included private homes, businesses and a restaurant next to Westport Country Playhouse in Connecticut where the late actor Paul Newman was part-owner. “The owner told me people came there to heal.

Duneier began by assessing “where the energies are” in The Breakers’ conference spaces, considering the history of the property, its orientation and layout, as well as the physical requirements of sessions during the summit. Using a traditional feng-shui tool known as the bagua, a compass reading of a space’s energy, she determined how best to accentuate positive, and mitigate negative, forces. She broke down each space into segments of feng shui’s five elements—fire, earth, metal, water, wood. As manifestations of chi, a balance of all five is sought.

Among the “cures” implemented as a result of bagua analysis was seating in a Breakers ballroom designed in gently curved rows to mimic the flower of life, a “sacred geometry” that fascinated no less a creative genius than Leonardo da Vinci, as well as an irregularly shaped stage.

Why go to all this extra effort? “Because life is lived—and conferences are experienced—the way they are designed,” as Duneier puts it. The goal of purposeful design was to promote wellness and positive feelings among the summit’s more than 500 attendees.

Did she succeed?

Michele Wild, director of conferences and events at The Breakers, says the event “rendered guests speechless. [Duneier] wove the story of the five elements with a master’s hand, painting with color, light, fire and a deep understanding of the human experience...it’s something we will remember for a very long time,” Nancy Davis, chief creative officer and executive director of Global Wellness Institute, says.

Five Elements Gala



Duneier’s mantra for the event’s closing gala was Playful, Magical, Luminous and Celebratory. The bagua determined each table’s color scheme and centerpiece. An LED “star curtain” transformed background curtains into an immersive experience.

Beyond Facials and Massages What's Next for Spas

It's time for hotel spas to be looking beyond the traditional menu of services. Day spas are improving and growing fast. By Lisa M. Starr



Spas have gained popularity, especially in the last 15 years, because of our ability to make consumers look and feel better, although the results may not be long-lasting. Facials and anti-aging skin treatments, and body and massage therapies, give relief from minor skin and body issues and educate customers on how to better care for themselves for the hours they are not in the spa. Beauty services such as manicures, pedicures and hair styling have an immediate effect and give an uplift in mood as well as appearance. But as valuable as these results are, they do not last long enough to be solely relied upon as weapons against the negative effects of time and environment. Certainly, scientific advances in the efficacy of products and equipment utilized by spas have helped to improve both immediate and short-term outcomes, but for consumers, these alone will not be enough.

The direction for spas and wellness-oriented businesses continues to center on educating consumers about the role they play in their own health and wellness, and providing them with products, tools, and habits that enable them to actively participate in their own longevity. The SpaChina Summit 2017 held this September focused on the announcement that the Chinese government is planning to give more support to the Wellness industry, especially focusing on traditional Chinese medicine, senior care and wellness and medical centers. The recent Global Wellness Summit, held in Palm Beach, Florida, USA in October, featured a variety of speakers from the medical, economic and academic fields whose research is supporting this view, and the importance of making wellness available to the general public, and not just the entitled 1%.

Multiple well-known physicians made presentations at the Summit, including former U.S. Surgeon General Dr. Richard Carmona, Dr. Dean Ornish, Founder and President of Preventive Medicine Research Institute, Dr. Mehmet Oz of the Dr. Oz television show and Professor of Surgery at Columbia University, Dr. Michael Roizen of Cleveland Clinic, and Dr. Andrew Weil, Founder of the Arizona Center for Integrative Medicine, and they all discussed the growing tide of so-called "lifestyle diseases." These are conditions such as hypertension, diabetes, heart disease and even certain cancers that are often caused by an individual's diet and exercise habits, or lack thereof. Currently more prevalent in Western countries, their occurrence is nonetheless spreading globally. Spas and wellness centers are the perfect environments to introduce clients to the concept of self-management of their health status through better personal habits; proper sleep, diet and exercise are major contributors to a healthy lifestyle, and all can be initiated at the spa.

A diet that is high in vegetables and proteins and low in fats can be modeled at the spa, either through available meal services, or even just at the refreshment bar. Tasty and healthy snacks like granola and protein bars, fresh and dried fruits, and nuts are easy to offer. Low-sugar choices like herbal-flavored waters or green juices provide fresh alternatives to more traditional apple or orange juice. Many spas and wellness centers are beginning to offer products and treatments that promote better sleep; from simple lavender oils, massages and baths to the fully-developed sleep program offered at Six Senses Resorts, which features handmade, natural mattresses, organic pillows, and access to a Sleep Ambassador who ensures the room is ideally set up to promote a restful night.

Equipment that promotes and even teaches relaxation is another developing trend. For example, the Gharieni Spa Wave Table can be used to deliver facials or massages, but the table also comes equipped with a headset and computerized program selections that provide gentle, relaxing vibration and binaural acoustic stimulation to the occupant, without needing a therapist. Equipment like this expands the treatments spas can offer into more mental and spiritual areas such as stress relief, pain management and addiction recovery, although of course they do not take the place of a physician. The recent ISPA conference in Las Vegas in October saw the debut of the O2 chair; this computerized chair provides relaxation while teaching the client how to employ better breathing techniques through mechanization, audio cueing, and the flow of fresh oxygen from a small tube positioned near the face of the occupant.

Exercise and physical health are harder to address, especially in a day spa, but hotel spas and fitness facilities obviously have many opportunities here. Even simple movement therapy classes like Tai Chi, yoga or mat Pilates promote the idea of devoting time to a physical activity that benefits the body, mind and spirit. Hilton Hotels recently debuted their Five Feet to Fitness guest room, which features impressive fitness amenities, and many other hotel chains have similar plans. Beyond the gym, even hotel chains with fitness areas have started running clubs, where a staff member leads guests on a morning run outside the property. For those not inclined to exercise, occupying space in a "healthy building" is an option, as the discipline of Wellness Architecture continues to gain ground. More buildings are being designed and built with the health of the occupants in mind, including an abundance of natural light, design that encourages walking and social spaces, constant air flow and increased use of non-toxic building materials such as wood and marble, and use incorporation of plants. While you can't rebuild your existing spa, you can at least adopt sustainable practices such as serving beverages in glasses or mugs, eliminating disposables, and demonstrating good water preservation practices.

So, it becomes clear that in order to stay current and ahead of the trends, spas need to be looking beyond the traditional menu of services into more long-term ways to impact the lives and wellness of our clients. In this regard, day spas are more flexible than hotel spas, which tend to be more stuck with their original concept, and especially in China find it harder to make changes despite the fact that the fast-growing and rapid changes require flexibility and dynamic responses.

At the SpaChina summit, many day spas really stood out, being attractive and full of energy. They are strong and smart on treatment design, effect-driven, focusing on client development, hiring enthusiastic employees full of initiative, and with fast-growing revenue and business.

Following this article, SpaChina interviewed four remarkable day spas: Beauty Farm, which has taken in investment funds in the last few years and expanded to more than 222 branches; Rubis Spa with its remarkable hardware facilities and strong treatment development capability; The Green Spa, which has entered the hotel market and combined with the gym and fitness movement; and The Daisy Spa, has been growing fast and maintaining steady standard quality.

american spa

2018 Spa and Wellness Trend: DNA Testing

by Heather Mikesell | Dec 15, 2017 12:43pm



DNA SvltDen/Stock / Getty Images Plus

As spas seek to offer more customized options, DNA testing is providing another avenue in which to ensure spa-goers get exactly what they need based on their genetic makeup. It's really no surprise with the popularity of such kits as [AncestryDNA](#) and [23andMe](#) that an increasing number of people are looking to science to help them live longer and healthier lives. If they can look younger in the process, even better.

In fact, 23andMe recently partnered with the Procter and Gamble brand Olay to identify what factors help people look younger. Although the study found that certain lifestyle choices might be more significant than genes when it comes to achieving youthful-looking skin, the study illustrates the growing relevance of genetic testing when it comes to product formulations. "In this study, having skin that looks exceptionally young—ageless—was not down to luck; genetics plays some role, but factors within women's control have larger effects," says Frauke Neuser, Ph.D., principal scientist of Olay Skin Care. "Future genomics and genetics research might enable us to provide increasingly personalized services and product solutions for women around the world." Olay introduced a number of reformulated products based on the results of the study.

According to Grand View Research, the DNA testing market is anticipated to reach \$10 billion by 2022. Not surprisingly, the spa industry is tapping into this trend and using DNA testing and genetics to deliver more effective results. This past August, [Apuane Spa](#) at Four Seasons Resort Punta Mita (Mexico) introduced myDNA Retreat (\$2,142), a revolutionary program offering fitness and nutritional recommendations based on genetics. According to spa director Paulina Mercader, the program involves a simple test in which a swab is rubbed against the inside of their cheek to collect a DNA sample. Guests may also opt for an a la carte skin test (\$272), which helps determine skin elasticity, sun and free-radical damage, sensitivity, and more. The results of the skin test are also used to create a personalized cleaning tonic and cream. "The big step of moving from generic treatments and offerings to genetic-based prescriptions allows us to provide more accurate and effective recommendations to improve overall wellness and skin health," says Mercader.

[Cal-a-Vie Health Spa](#) (Vista, CA) also gives spa-goers access to advanced blood testing analysis, personalized consultations, and intuitive online health and habit tracking with WellnessFX (\$1,575), a breakthrough technology that helps them measure cardiovascular, metabolic, hormonal, and nutritional health with a simple blood test. “Only by looking at blood biomarker and genetic markers in combination can recommendations be made that are truly unique to each person’s biology,” says Kathrin Nikolussi, chief business development officer of Thorne/WellnessFX.

In another example of the role genetics is playing, [Rancho Valencia Resort & Spa](#) (Rancho Santa Fe, CA) just partnered with the Lifewellness Institute to launch the Wellness Collective, a series of workshops, lectures, and activities based on the science of epigenetics, the study of heritable changes in gene expression that don’t involve changes in the DNA. And at the Global Wellness Summit this past October, DNA and personal biomarker testing took center stage with epigenetics pioneer Kenneth R. Pelletier, Ph.D., M.D., keynoting a speech on how such testing is poised to transform the medical and wellness industries. According to him, “We are at an extraordinary tipping point with DNA, biomarker, and epigenetic testing—and the dam is about to burst.”

Reinventing the Spa for the 21st Century

By **Babs Harrison**, Managing director of Phoenix based Babs Harrison and Partners

🕒 3 min read 💬 0 Comments



That's because research shows that the spa product on offer at most destination spas and also the high-end hotel amenity day spas just isn't what millennials want.

It may not even be what Gen X and Boomers want anymore.

Pampering as an end is no longer good enough. It just isn't. And yet that is what most spas persist in trying to market.

Find this research in a landmark, provocative presentation by Well + Good founders Alexia Brue and Melisse Gelula at the Global Wellness Summit in October. Their PowerPoint is based on the company's own [research](#) and it's a powerful wake-up call for spa managers.

Personally I have been involved in destination spas for 15 years, essentially since the industry's beginnings, and I have worked with clients on multiple continents. From that vantage I can say I largely agree with Brue and Gelula. And what they are saying boils down to a bold assertion that we are missing the mark with millennials who of course are the next wave of high-end travelers.

Here's good news: 66% of millennials say they are planning to go on a wellness retreat in the next 12 months. That's two in three. That's a huge potential.

Will established destination spas capture this business?

Maybe not.

55% say they want to go to a Miraval or Canyon Ranch. But 40% say they want to go on a retreat with their favorite wellness/fitness guru.

That means 40% of the potential market may be lost.

It also means a lot of spa marketers are clueless about their competitive landscape.

Personally, and on my own nickel, I have spent dozens of weekends at Kripalu, a yoga-centric retreat in the Berkshires with a rotating cast of guest teachers supplemented by a core cadre of Kripalu teachers. It's a great way to refresh and I'll bet you a lot of those Kripalu guests are what amounts to lost spa customers who can get massages, Reiki, and a lot more at Kripalu.

Esalen on the west coast is similar. So is Omega, a Hudson Valley retreat I have also been to several times (and even did a small workshop with Deepak Chopra there).

Question: how can destination spas retool to win these guests?

Ninety percent of millennials told this survey they had not been to a Miraval or Golden Door. That means the vast majority have limited knowledge about high-end destination spas.

But 53% say going to such a place is a "travel goal."

That's terrific news.

But.

The millennials also state what is critical to them. It starts with food.

- 99% tag food as important
- 96% point to experiences in nature
- 94% want high-quality fitness offerings
- 93% want spa services

Distill this information and here's my advice to spa managers:

- Recognize that your competition literally is everywhere, from a hotel amenity spa to a guru led fitness retreat. If you think only other destination spas matter you are so wrong.
- Upgrade your outdoor experiences. A spa in Phoenix must use Camelback Mountain and/or Phoenix Mountains Preserve; in Scottsdale, the McDowell Sonoran Conservancy. An absolute must. Involve guests in what makes the location unique and special.
- Upgrade fitness offerings. A few machines and a video aren't good enough. High-quality trainers are essential. So are individualized game plans. Invigorate guests and show them how they can stay that way.
- Massively upgrade wellness offerings. Wellness now is a staple - it's available everywhere from Whole Foods to commoditized health clubs. A good spa has to go way beyond. Bring in good trainers to do individual consulting with guests. Raise the bar high. It's a way to differentiate from your competition.
- Rethink the food and be very sure there are millennial favorites. Stay aware of the fast change of trends. Don't get complacent.

Lastly: commit to continuous reinvention. Spa is in motion. Get that and keep moving. That's how to stay relevant.

17 Mar 2017

Spas are a 'psychological experience', says Jeremy McCarthy

BY REBECCA BARNES



Mandarin Oriental's group director of spa and wellness Jeremy McCarthy, believes that the spa experience is as psychological as it is physical.

Speaking exclusively to *Spa Business*, the former psychology undergraduate who received the first-ever Debra Simon Award for Leader in Furthering Mental Wellness at last year's Global Wellness Summit, revealed that before he'd even discovered positive psychology, he'd always felt that the spa experience was a psychological one.

"I was always thinking about the things we're doing in our spas - about the impact on people's mindsets, or the ways that people are feeling and the thoughts that they are having," he said.

"Most people don't see psychology and spa as going together, but I always have," he continued. "If you think about how most spas market themselves, it's very focused on the physical aspects of the experience.

"But really, our business is about how we make people feel when they leave the spa - how they feel about themselves and how at ease they are in their mind - not just in their body."

McCarthy also went on to say that spa is one of the only healing institutions in our society that people actually look forward to going to, enjoy while they're there, and remember fondly afterwards.

To read the full interview with McCarthy in the current issue of *Spa Business*, [click here](#).



EVENT COVERAGE

Global Wellness Summit Day Two: Experts Agree...



The second day of the Global Wellness Summit (GWS) began in pre-dawn darkness on The Breakers' Ocean Lawn, where more than 30 delegates participated in a Chi Gong flow class sponsored by Weight Watchers; an even larger crowd gathered as the sun rose to participate in a Resistance Band Workout. Then it was time for breakfast before gathering at 9:00 a.m. for yet another amazing installment of Louie Schwartzberg's nature photography.

At this point GWS programming kicked into high gear, with three different options available for much of the day. The main Ideas stage featured a lineup of stellar speakers, each limited to an 18-minute impactful presentation; the Collaboration venue offered a circular seating option for about 200, with roundtable speakers seated in the center; and the more intimate Salon provided for panel discussions. Many of the prominent speakers and thought-leaders presenting at the GWS have written books, which were available for sale in a pop-up bookstore, with book signing opportunities for many of the authors.

RELATED: Global Wellness Summit Day One – What's Ahead for Spas & Wellness?

The day's first speaker, Andrew Weil, MD, discussed making healthy food accessible to everyone in his presentation, "How To Really Help People Make Healthy Lifestyle Choices."

Former Surgeon General Richard Carmona hosted a panel discussion entitled "Making a Difference: Social Impact and Why It's More Important Than Ever," with participants including Global Wellness Day (GWD) founder Belgin Aksoy Berkin, Wellness for Cancer founder Julie Bach, and LivUnLtd president Wendy Bosalavage. Carmona set the stage: Globally, 2 billion people are living on less than \$1 per day without access to clean water or food, so businesses and organizations are trying to find ways to connect with these communities in need. Panelists shared what each of their companies was doing to contribute in their communities; much of the discussion centered around the logistics of forming a 501(c)3, and the responsibilities of both private and public board members.

Sallie Fraenkel, president of [Mind Body Spirit Network](#), moderated a roundtable with a dozen experts called "Future Focus: The Next Frontier in Spas, Hospitality and Travel." Fraenkel asked the experts to share what they see as current disruptors in their markets, with some interesting answers:

- Single service category killers, such as Drybar, European Wax Center, etc.
- Sharing economy providers that cut out the middleman, such as Zeel or Soothe
- Microfranchising: businesses that set up a physical space but use on-demand employees, avoiding payroll
- Combining spa with other options, such as dining
- Individualized personalization for retreats
- The continued trend of personal disconnection
- The rise of wellness retreats hosted by social media influencers
- Employees who only want to work 25 or 30 hours per week

RELATED: Global Wellness Summit Experts Name Eight Wellness Trends for 2017

The "Business Opportunities in Wellness Communities & Lifestyle Real Estate" talk, hosted by Jared Weiner, featured a dozen experts on the subject, including representatives from Canyon Ranch, Serenbe and Margaritaville Holdings, who weighed in on this growing trend. They observed that just building wellness real estate doesn't make it a community; Mayo Clinic medical director Paul Limburg defined wellness communities as "places that provide physical, social, spiritual, environmental and other accompanying resources to allow people to reach their full potential."

Later, Cleveland Clinic chief wellness officer Michael Roizen, MD, gave an impassioned talk, hypothesizing that if people could better adhere to five healthy behaviors (including blood pressure control, nutrition, and alcohol and tobacco avoidance), they could live to 160! Then, Berkin shared an inspiring video with clips of this past June's GWD activities from around the world, and the day's programming closed with a lecture by the "Iceman" Wim Hof, who trained his mind to control his body in extreme conditions; he holds the world record for a soak in ice water, hence his name.

The evening activity was an amazing gala dinner, with the entire delegation gathering in a completely transformed ballroom, courtesy of Debra Dunier and her company Eco Chic. With clear glass globes containing candles hanging from the ceiling, walls draped with black fabric and glowing stars, and beautiful sprays of white orchids on the tables, it was a magical experience to say the least. Dinner was accompanied by an auction to raise money for the GWS's research, followed by dancing.

—by Lisa Starr



EVENT COVERAGE

Global Wellness Summit Day One: What's Ahead for Spas & Wellness?



[Day One Keynote Speakers, Well+Good cofounders Alexia Brue and Melisse Gelula, courtesy of Lisa Starr]

Discussions on that very topic will be happening this week, as the 11th annual [Global Wellness Summit](#) got underway on Sunday in Palm Beach, Florida. More than 600 people from the fields of spa, wellness, hospitality, academics, technology, real estate investment and development, and product and equipment supply are gathered at the iconic [Breakers Hotel](#) for three and a half days of keynote presentations, panels, workshops, interactive roundtables, networking opportunities and inspiration.

Attendees from around the world arrived throughout Sunday, then gathered for an evening opening reception in the warm breezes by the ocean. The theme of this year's Summit is [Living a Well Life](#), a subject that will be explored from many angles over the next few days.

RELATED: [Global Wellness Summit Experts Name Eight Wellness Trends for 2017](#)

Day One opened with a nature video montage by filmmaker Louie Schwartzberg, which ended with the audience dancing—not a bad way to start the day! Summit CEO Susie Ellis welcomed the delegation and introduced former Surgeon General of the U.S. Richard Carmona, MD, who discussed the fact that 75 percent of the cost of chronic illness in the US is lifestyle-related and thus preventable. He also pointed out the unique synergy in the fact that we were meeting in the Breakers' Ponce de Leon room, named for the famous early 16th-century explorer who discovered Florida while searching for the fabled Fountain of Youth.

The Breakers is the first private host of the [Summit](#), which has in the past always been hosted by a country or region. The company sought out the opportunity to showcase its innovative workplace wellness policies; we were fortunate to be addressed by owner Garrett Kirk, Jr., CEO Paul Leone and VP of HR Denise Bober, who shed light on their efforts. The 100+ year-old Breakers is the only large historic resort in the U.S. still in the hands of the original family owners. But 20 years ago, they recognized that they needed to make some changes to maintain that status, and so began an advanced wellness-oriented program for their 2,100 employees. The story is an impressive one, and backed up by the fact that the hotel enjoys an unheard-of (in hospitality) 82 percent employee retention rate, a Net Promoter score of 73 and ROI of 11 percent.

RELATED: [Global Wellness Summit Day Three 2016 Wrap-Up](#)

Summit researchers Ophelia Yeung and Katherine Johnston gave a sneak peek at the latest research project, centered on Wellness Communities and Lifestyle Real Estate; the full report will be released in January 2018. They noted that demand for this product continues to grow, as consumers want to live, work and play in structures and businesses that support their well-being.

Other Day One keynote speakers included Alexia Brue and Melisse Gelula, cofounders of Well+Good; Mo Gawdat, chief business officer at Google [X] and author of *Solve for Happy: Engineer Your Path to Joy* (North Star Way, 2017); and Anjan Chatterjee, MD, Elliott Professor of Neurology, University of Pennsylvania, and author of *The Aesthetic Brain* (Oxford University Press, 2015).

american spa

Global Wellness Summit Shoots for the Moon to Erase Preventable Disease

by *Samantha Reed* | Oct 12, 2017 10:48am



Wellness leaders announced the Wellness Moonshot on Monday, October 9 // Photo provided by the Global Wellness Summit

At the launch of the [Global Wellness Summit](#) (GWS) at The Breakers Palm Beach on Monday, October 9, a call to action was made: eradicate chronic, preventable disease.

The opening of the summit noted that roughly 70 percent of all deaths each year are a result of preventable diseases, according to the Center for Disease Control (CDC). Additionally, the cost of largely preventable chronic disease could reach \$47 trillion by 2030, according to the World Economic Forum. So, as the summit kicked off the three-day event, the health and wellness industries were asked to help make preventable diseases a thing of the past.

"The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable diseases" says [Susie Ellis](#), chairman and CEO of the non-profit [Global Wellness Institute](#) (GWI), the hosts of the GWS. "Unlike President Kennedy's famous moonshot to send a man to the moon, where it was clear when the 'mission was accomplished' – this moonshot will require not one, but many incremental steps for mankind."

Health and wellness leaders who attended the ceremony united behind the first global commitment to achieve a world free of preventable disease, a moonshot that is arguably as urgent as it is massive in scale.

Joining Ellis was [Richard H. Carmona](#), M.D., the 17th Surgeon General of the United States and the current chief of health innovation for [Canyon Ranch](#), as the two announced the "wellness moonshot" to over 600 very receptive delegates representing health and wellness across a number of sectors, including fitness, mental wellness, mind-body, nutrition, workplace wellness, technology, complementary medicine, architecture and real estate, and spa and tourism.

"The world is increasingly plagued by largely preventable chronic diseases, and the crippling economic burden that comes with them," Carmona says. "This call to action is absolutely critical, refocusing on humankind's most pressing need. The GWI is the right organization to launch this moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors."

GWI plans on bringing the issue of preventable disease to the forefront in its research and education efforts as well as in its commitment to forge even more collaborations to create new plans of action. The organization's initial focus will be on informative campaigns to raise attention of the Wellness Moonshot, from which resources for change would be provided and prevention initiatives and high-impact global projects would be created. Ellis also noted that GWI would catalyze stakeholders from both the private and public sectors to coordinate, collaborate, and commit to the Wellness Moonshot.

American Spa was at the launch of the Wellness Moonshot earlier this week.

20 Oct 2017

Szekely receives inaugural Living a Well Life award at 95 years young

BY JANE KITCHEN



Szekely received the award for embodying wellness principles and practices throughout her life

Industry icon Deborah Szekely has been presented with the inaugural Living a Well Life Award, for embodying wellness principles and practices throughout her life.

Szekely's achievements were recognised in a surprise announcement at the Global Wellness Summit held at The Breakers in Palm Beach, Florida, last week.

Szekely – who recently celebrated her 95th birthday – co-founded wellness destination Rancho La Puerta in 1940 and the Golden Door in 1958. She received a standing ovation from delegates who gathered to honour her contributions to the industry.

Jane Iredale, founder of Iredale Mineral Cosmetics, presented Szekely with the award. "When we think about who was the first person to receive this award, we will say, 'How appropriate, how deserving, how inspiring it was that it was given to Deborah,'" said Iredale.

In accepting the award, Szekely said: "The award will be on my desk to remind me to deserve it."

20 Oct 2017

Dr Richard Carmona receives GWS Social Impact Award

BY JANE KITCHEN



Dr Carmona, fourth from left, holds his award, and is pictured with (L-R) Shama Barot, Omer Isvan, Dillip Barot and Susie Ellis

Dr Richard Carmona – the 17th surgeon general of the United States and chief of health innovation for wellness destination Canyon Ranch – received the Global Wellness Summit’s Social Impact Award for his commitment to expand access to health and wellness to people around the world.

The award was presented to Dr Carmona by Dilip Barot, founder of Amrit Ocean Resort and Residences in Riviera Beach, Florida.

"The Social Impact Award is close to my heart," said Barot. "Giving and sharing what we have with others, especially those in need, has been instilled in me from my childhood."

In an emotional acceptance, Dr Carmona – who received a standing ovation from delegates – said: "I have been inspired to help others by being hungry and homeless as a child. I am humbled, flattered and undeserving of this award, and being part of this team is the best honour I could have received."

Raised in Harlem, New York, Dr Carmona has used his position on the world stage to advocate for disease prevention and for access to health services for the underserved. He is a member of the board of the Global Wellness Institute and is working on the recently announced Wellness Moonshot, which aims to create a world free of preventable disease.

20 Oct 2017

Virtual reality therapy named winner of Global Wellness Summit's 'Shark Tank' award

BY TOM WALKER



Jarrod Luca, a student at Florida State University, won the award for his Eye Movement Desensitization and Reprocessing therapy

A new virtual reality therapy to treat post-traumatic stress disorder (PTSD) and anxiety has been named the winner of the annual Shark Tank Student Competition at the Global Wellness Summit (GWS).

The Eye Movement Desensitization and Reprocessing (EMDR) therapy was developed by Jarrod Luca, a student at Florida State University, and uses a virtual reality headset to treat sufferers of PTSD.

Luca was named the winner following a live competition between three finalists and questioning from a panel of 'Wellness Sharks' – spa professionals representing some of the sector's leading companies.

Maria Gil from École de Lausanne, Switzerland, was named first runner-up for developing a 'health toothbrush' that encourages people to follow a less acidic diet.

Mikey Ahdoot, from the University of Southern California, was named second runner-up for his Every Damn Day app, which tracks habits, motivates users and matches them with an accountability partner.

The three finalists will share US\$10,000 (€8,400, £7,500) in prize money.

"The Shark Tank of Wellness offers an important look at what lies ahead for the wellness industry," said GWS Chairman and CEO Susie Ellis.

"Interestingly, all finalists presented technology solutions, ranging from a life-changing virtual reality solution to innovative apps. This underscores the important role technology will continue to play in delivering health and wellness to a global community."

The Shark Tank of Wellness is a global challenge giving university students the opportunity to submit innovative, impactful ideas for the wellness industry.

Entries are accepted from a number of fields – including architecture/design, beauty, education, fitness, hospitality, investment, medicine, nutrition, real estate, spa, technology and travel.

This year the Shark Tank Student Competition received 60 entries from 26 countries.

The panel of 'Wellness Sharks' included:

William Arango, Senior Director of Operations, Ritz Carlton for ESPA International

Andrew Gibson, Global Vice President, Well-Being, Luxury Brands, Fairmont Hotels

Jane Iredale, President & CEO, Iredale Mineral Cosmetics, U.S.

Sheila McCann, General Manager, Chiva-Som International Health Resort, Thailand

Jacqueline Piotaz, Founder & Developer, Jacqueline Piotatz Cosmetics, Switzerland

Frank Pitsikalis, Founder & CEO, ResortSuite, Canada

Michael Pugliese, Owner & CEO, Circadia by Dr. Pugliese, US.

american spa

Here are the Winners of the 2017 Global Wellness Awards

by *Samantha Reed* | Oct 18, 2017 1:02pm



Dr. Richard Carmona was awarded the GWS' new Social Impact award // Photo courtesy of the Global Wellness Summit

The winners of the [Global Wellness Awards](#) were announced recently at the annual [Global Wellness Summit](#) (GWS), hosted by the [Global Wellness Institute](#) (GWI). The annual awards honor industry leaders in seven major categories, and this year, there were two new categories – the Leader in Social Impact award, and the Award for Living a Well Life.

The seven awards categories include the Leader in Innovation award, the Leader in Sustainability award, the Leading Woman in Wellness Award, the Leader in Workplace Wellness award, and the Debra Simon Award for leader in Furthering Mental Wellness Award, in addition to the two new categories.

"I'd like to congratulate this year's Global Wellness Award winners and thank the sponsors and the Global Wellness Summit Advisory Board for making these important honors possible," says [Susie Ellis](#), chairman and CEO of GWS. "These outstanding individuals have made significant contributions to the industry—and their dedication and creativity furthers our goal to bring health and wellness to people around the globe."

During the ceremony, Ellis introduced Jane Iredale, founder of [Iredale Mineral Cosmetics](#), who surprised the audience by awarding Deborah Szekely, founder of [Rancho La Puerta](#) (multiple locations) and [Golden Door](#) (San Marcos, CA), with the first ever GWS Wellness Award for Living a Well Life. Szekely, known to many as the godmother of the spa industry, turned 95 recently, and received a standing ovation from the delegates who gathered to honor her numerous and inspirational contributions to the wellness industry.

The new Social Impact award, which honors a leader who has worked to make it possible for more people and societal groups to live healthier, happier lives, was presented to Richard Carmona, M.D., by Dilip Barot, founder of [Amrit Ocean Resort and Residences](#) (Riviera Beach, FL).

Other winners for the 2017 award season include Steve Nygren, cofounder of Serenbe named Leader in Innovation award; Neil Jacobs, CEO of Six Senses Hotels, Resorts, Spas, named the Leader in Sustainability; Julie Bach, founder of Wellness for cancer, named Leading Woman in Wellness; Renee Moorefield, Ph.D., CEO and founder of Wisdom Works, named Leader in Workplace Wellness; and Louie Schwartzberg, filmmaker, who won the Debra Simon Award for Leader in Furthering Mental Wellness.

Members of the GWS Advisory Board selected all winners and, along with award sponsors, presented honorees with their awards at the annual Summit held at [The Breakers Palm Beach](#).



Spa Life

GWS announces host sponsor for 2018

3rd Nov 2017



Next year's Summit to take place in Technogym's 'Wellness Valley' in Italy

At the close of this year's Global Wellness Summit (GWS), chair and CEO, Susie Ellis, announced that Technogym will be the 2018 host sponsor.

'As a company that embodies the business of 'Living a well life,' I can't think of a better host to carry on the conversations that began at The Breakers in Florida this year,' she said.

Opened in 2012, and located in Cesena, Italy, Technogym's 37-acre Wellness Village was designed to inspire and encourage a wellness lifestyle – encompassing physical fitness, environmental sustainability, architectural wellness and mental wellbeing through the beauty of art, music and fashion.

Meanwhile, Ellis was also honoured this month by the Metropolitan New York Chapter of the US National Committee for UN Women as a trailblazer for gender equality in wellness. She was presented with her award at the Champions of Change: Stand Up for Women Worldwide event, in New York.

<http://www.globalwellnesssummit.com/>

PALCO23

Technogym ofrece 'su hogar' a la Global Wellness Summit 2018

El fabricante italiano de equipamiento para de *fitness* ejercerá de patrocinador y anfitrión de la duodécima edición de la cumbre global del *wellness*.

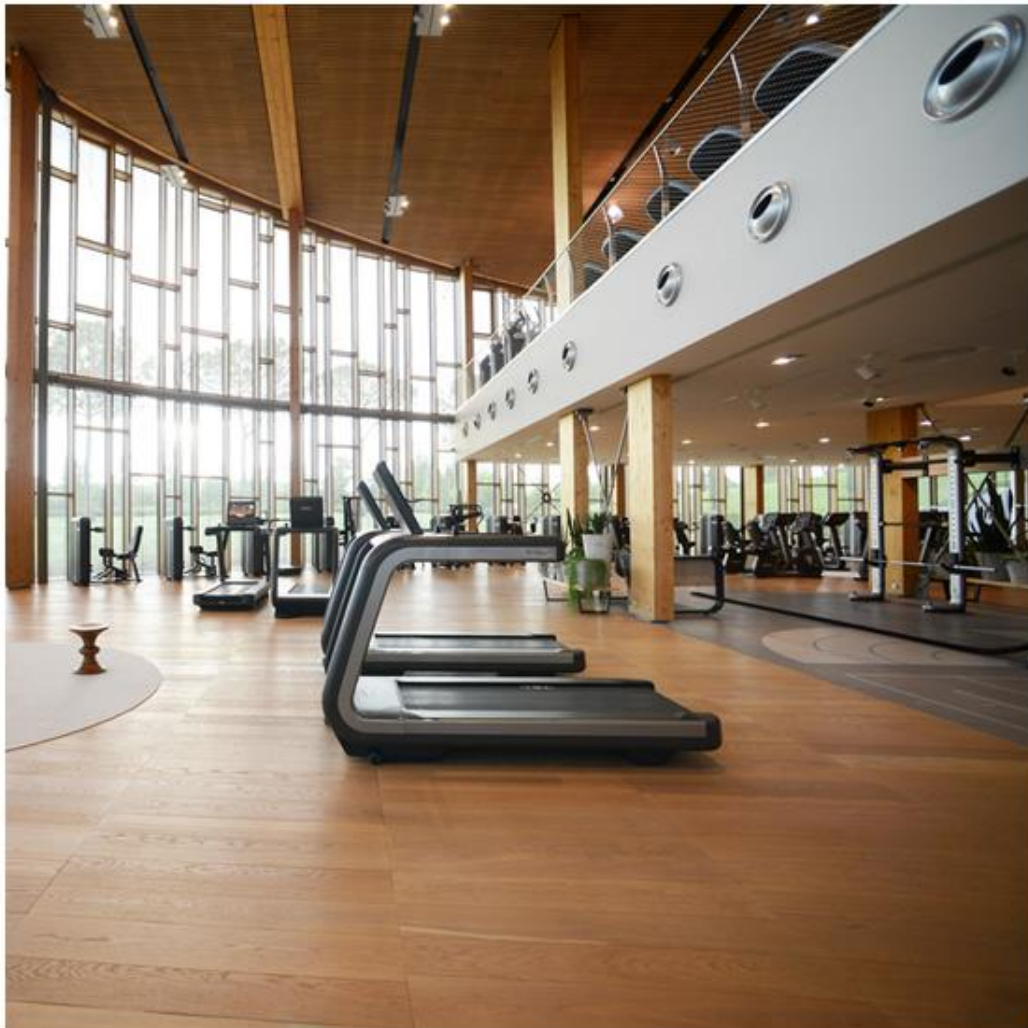
Technogym sigue posicionándose en el sector del bienestar y la actividad física. El fabricante italiano de equipamiento para instalaciones deportivas ha cerrado un acuerdo con el Global Wellness Summit (GWS) para ser anfitrión y patrocinador del evento en 2018. La cita anual, centrada en la economía vinculada al sector del *wellness*, reunirá en la sede de la compañía en Cesena (Italia) a más de 600 directivos de la industria de la salud y el bienestar.

"Nos enorgullecemos de ser anfitriones de 2018 GWS. Technogym ha promovido el bienestar como una oportunidad social y económica durante más de dos décadas y creo que nuestra sede, que está orientada al *wellness* y a la calidad de vida, es un lugar ideal para que expertos y operadores del sector de todo el mundo se reúnan", ha explicado Nerio Alessandri, fundador y presidente de la compañía.

En paralelo a este anuncio, Technogym ha inaugurado un nuevo corner en los grandes almacenes Harrods, en Londres. La compañía cuenta con un espacio de 162 metros cuadrados dedicados a exponer sus productos y ofrecer a los clientes la posibilidad de probarlos antes de comprarlos. Esta inauguración, que llega meses después de haber lanzado su primer *fragship* en Milán, supone un nuevo paso delante de la compañía italiana en su estrategia *business to customer* (B2C) a través de su línea de productos de *fitness* para el hogar.



Technogym Village to Host 12th Annual Global Wellness Summit



[Image: Courtesy of Technogym Village]

Premier wellness event returns to Europe in 2018; Summit for global executives to take place at Technogym Village in Cesena, Italy, October 6-8, 2018.

The [Global Wellness Summit](#) (GWS), the annual event focused on the \$3.7 trillion global wellness economy, wrapped up its incredibly successful [3-day Summit](#) earlier this month at [The Breakers](#) Palm Beach, FL. The event, which attracted a record 600+ health and wellness leaders from 43 countries, included an inspirational "Wellness Moonshot," a call-to-action to rid the world of preventable disease. Former U.S. Surgeon General Dr. Richard Carmona, Dr. Mehmet Oz, Dr. Andrew Weil and Weight Watchers' CEO Mindy Grossman were just some of the luminaries that voiced their strong support for this massive, yet urgently needed, goal.

At the close of the event, Susie Ellis, Chairman & CEO of the [Global Wellness Summit](#), announced that [Technogym](#), the world-leading company specializing in technologies for fitness, wellness and health, is the 2018 host sponsor. "As a company that embodies the business of 'Living a Well Life,' I can't think of a better host to carry on the conversations that began at The Breakers in Florida. Technogym is an official supplier of the Olympic Games, their products are in over 100 countries worldwide and over 35 million people use them each day. Technogym is proof that wellness can be authentic, innovative and big business!"

RELATED: [Global Wellness Summit Experts Name Eight Wellness Trends for 2017](#)

Before the word 'wellness' permeated the lexicon, Nerio Alessandri, who founded the company in 1983 after building a prototype of his now globally famous fitness equipment in his garage, dubbed Technogym a "wellness company" in the early 90s. Alessandri's innovative and integrative approach to the business of wellness, including his insights on technology and the building of a successful, publicly-traded company, will drive the dialogue and agenda of the 2018 Summit, as will the unique location in the heart of Italy's "Wellness Valley." Delegates will have rare access to a company steeped in wellness – from the products it produces to the environment it has created for its employees and surrounding community to its mission to inspire the world with wellness innovations.



Located in Cesena, Italy, a small town between the Adriatic coast and the hills of Emilia Romagna, the 2012 Technogym Village opening celebration was attended by former U.S. President Bill Clinton and Italy's then-President Giorgio Napolitano, as well as numerous global opinion leaders in fitness, sport and health. The 37-acre campus was designed from the ground up to inspire and encourage the wellness lifestyle – not only in terms of physical fitness, but also with a focus on environmental sustainability, architectural wellness and even mental well-being through the beauty of art, music and fashion – and is home to an expansive research and education center, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.

RELATED: [ISPA Announces Workforce Study Launch at ISPA Conference & Expo](#)

"Technogym and the entire Wellness Valley are very proud to host the 2018 Global Wellness Summit," said Nerio Alessandri, Technogym's Founder and CEO. "Alongside our creative products and solutions, Technogym has been promoting wellness, as a social and economic opportunity, for over two decades and I believe our campus and the surrounding area, which is oriented to wellness and quality of life, is an ideal location for gathering wellness experts and operators from all over the world."

"When it comes to the Technogym campus, 'seeing is believing,'" said Ellis. "High design and high tech meshes with a forward-thinking management style that is awe-inspiring – as is Technogym's support of the 'Wellness Valley' and the impact its Wellness Foundation has made throughout the world."

american spa

Technogym to Host 2018 Global Wellness Summit

by *Samantha Reed* | Oct 23, 2017 4:01pm



The 2018 Global Wellness Summit will be held at Technogym Village in Italy // Photo by Technogym

The [Global Wellness Summit](#) (GWS) has announced that [Technogym](#), the world-leading company specializing in technologies for fitness, wellness, and health, will be the host sponsor of the 12th annual event. In 2018, the wellness conference will return to Europe, and will take place at Technogym Village in Cesena, Italy, October 6-8, 2018.

"As a company that embodies the business of Living a Well Life, I can't think of a better host to carry on the conversations that began at The Breakers in Florida," says [Susie Ellis](#), chairman and CEO of the Global Wellness Summit. "Technogym is an official supplier of the Olympic Games; their products are in over 100 countries worldwide and over 35 million people use them each day. Technogym is proof that wellness can be authentic, innovative, and big business."

[Technogym Village](#) opened in 2012 in Cesena, Italy, a small town between the Adriatic coast and the hills of Emilia Romagna. The 37-acre campus was designed from the ground up to inspire and encourage a wellness lifestyle, in terms of physical fitness, environmental stability, architectural wellness, and mental wellbeing through the beauty of art, music, and fashion. The village is home to an expansive research and education center, a state-of-the-art gym, the Technogym factory, and a number of farm-to-table restaurants.

"Technogym and the entire Wellness Valley are very proud to host the 2018 Global Wellness Summit," says Nerio Alessandri, Technogym's founder and CEO. "Alongside our creative products and solutions, Technogym has been promoting wellness as a social and economic opportunity for over two decades, and I believe our campus and the surrounding area, which is oriented to wellness and quality of life, is an ideal location for gathering wellness experts and operators from all over the world."

The announcement of the 2018 host was made at the conclusion of the 2017 Global Wellness Summit, which recently took place at [The Breakers Palm Beach](#) in late October. The event attracted over 600 health and wellness leaders from 43 countries. Previous GWS locations include Switzerland, Turkey, Bali, India, Morocco, Mexico, Austria, and the U.S.



TECHNOGYM TO HOST GLOBAL WELLNESS SUMMIT IN 2018



OCTOBER 23, 2017

Following the success of the recent 2017 Global Wellness Summit (GWS) in the US city of Miami, it has been announced that the 2018 edition of the world's premier wellness event will be held at Technogym's global headquarters in Cesena, Italy from 6th to 8th October next year.

Focused on the US\$3.7 trillion global wellness economy, the 2017 GWS wrapped up a successful three-day Summit earlier this month at The Breakers Palm Beach in Florida, USA.

The event, which attracted a record 600 health and wellness leaders from 43 countries, included an inspirational 'Wellness Moonshot', a call-to-action to rid the world of preventable disease.

Former US Surgeon General Dr. Richard Carmona, Dr. Mehmet Oz, Dr. Andrew Weil and Weight Watchers' Chief Executive Mindy Grossman were just some of the luminaries that voiced their strong support for this massive, yet urgently needed, goal.

At the close of the event, GWS Chairman and Chief Executive Susie Ellis announced that global wellness brand Technogym would be the host sponsor of the 2018 event.

Announcing the hosting, Ellis stated "as a company that embodies the business of 'Living a Well Life,' I can't think of a better host to carry on (our) conversations.

"Technogym is an official supplier of the Olympic Games, their products are in over 100 countries worldwide and over 35 million people use them each day. Technogym is proof that wellness can be authentic, innovative and big business."



A global wellness innovator, Nerio Alessandri, who founded Technogym in 1983 after building a prototype of his now globally famous fitness equipment in his garage, dubbed his business the “wellness company” in the early 1990s.

Alessandri’s innovative and integrative approach to the business of wellness, including his insights on technology and the building of a successful, publicly-traded company, will drive the dialogue and agenda of the 2018 Summit, as will the unique location in the heart of Italy’s ‘Wellness Valley’. Delegates at the 12th Annual Global Wellness Summit will have rare access to a company steeped in wellness - from the products it produces to the environment it has created for its employees and surrounding community to its mission to inspire the world with wellness innovations.

Located in Cesena, Italy, a small town between the Adriatic coast and the hills of Emilia Romagna, the 2012 Technogym Village opening celebration was attended by former US President Bill Clinton and Italy’s then-President Giorgio Napolitano, as well as numerous global opinion leaders in fitness, sport and health.

The 37-acre campus was designed from the ground up to inspire and encourage the wellness lifestyle - not only in terms of physical fitness, but also with a focus on environmental sustainability, architectural wellness and even mental well-being through the beauty of art, music and fashion - and is home to an expansive research and education center, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.



Alessandri explains "Technogym and the entire Wellness Valley are very proud to host the 2018 Global Wellness Summit.

"Alongside our creative products and solutions, Technogym has been promoting wellness, as a social and economic opportunity, for over two decades and I believe our campus and the surrounding area, which is oriented to wellness and quality of life, is an ideal location for gathering wellness experts and operators from all over the world."

Ellis added "when it comes to the Technogym campus, 'seeing is believing.

"High design and high tech meshes with a forward-thinking management style that is awe-inspiring - as is Technogym's support of the 'Wellness Valley' and the impact its Wellness Foundation has made throughout the world."

The Global Wellness Summit is an invitation-only gathering for senior executives.

Held in a different location each year, Summits have taken place in the USA, Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria.

WELLTODDO

GLOBAL WELLNESS NEWS



Image: Technogym

| Technogym To Host 2018 Global Wellness Summit



BY LAURA HILL ON NOVEMBER 1, 2017

INDUSTRY

MIAMI, United States — *Wellness company [Technogym](#) has been announced as the official sponsor of next year's [Global Wellness Summit](#).*

In addition to driving the dialogue and agenda of the 2018 Summit, the fitness equipment provider will host the annual event at the Technogym Village in Cesena, Italy, from 6-8 October 2018.

"As a company that embodies the business of 'Living a Well Life,' I can't think of a better host to carry on the conversations that began at The Breakers in Florida," commented Susie Ellis, Chairman & CEO of the Global Wellness Summit.

"Technogym is an official supplier of the Olympic Games, their products are in over 100 countries worldwide and over 35 million people use them each day. Technogym is proof that wellness can be authentic, innovative and big business," she added.

Founded by Nerio Alessandri in 1983 after he built a prototype of his now globally recognised fitness equipment in his garage, Technogym was quickly dubbed a 'wellness company' by the entrepreneur, well before the concept of wellness evolved into the behemoth it is today.

Alessandri's innovative and integrative approach to the business of wellness, including his insights on technology and the building of a successful, publicly-traded company have grown Technogym into a multi-million dollar brand.

Located in Cesena, the Technogym Village spans 37-acres, the campus, designed from the ground up to inspire and encourage the wellness lifestyle focuses on environmental sustainability, architectural wellness and mental wellbeing. It is also home to an expansive research and education center, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.

"When it comes to the Technogym campus, 'seeing is believing,'" explained Ellis, who praised the company's high design and forward-thinking management style, while Alessandri argued that the "campus and the surrounding area, which is oriented to wellness and quality of life, is an ideal location for gathering wellness experts and operators from all over the world."

Although the summit is an invitation-only event, for those who didn't attend this year's conference in Florida, all PowerPoints, session notes, videos and research reports shared at the past Summits are available to the entire industry on the [official website](#).

Attracting a record 600+ health and wellness leaders from 43 countries, the 2017 Summit analysed the future of major wellness sectors, including beauty, travel, spa, fitness, nutrition, medicine and the environment, as well as their impact on human life.



Global Wellness Summit Unveils Wellness Research

September 20, 2017 | [Contact Author](#)



The Global Wellness Summit will be unveiling research related to the wellness economy at its 2017 event, which will take place October 9-11, 2017 at The Breakers Palm Beach, Florida.

The research that will be presented at this year's event [will focus on the future of wellness](#), along with trends and consumer demands. Among some of the research that will be presented at this year's event includes:

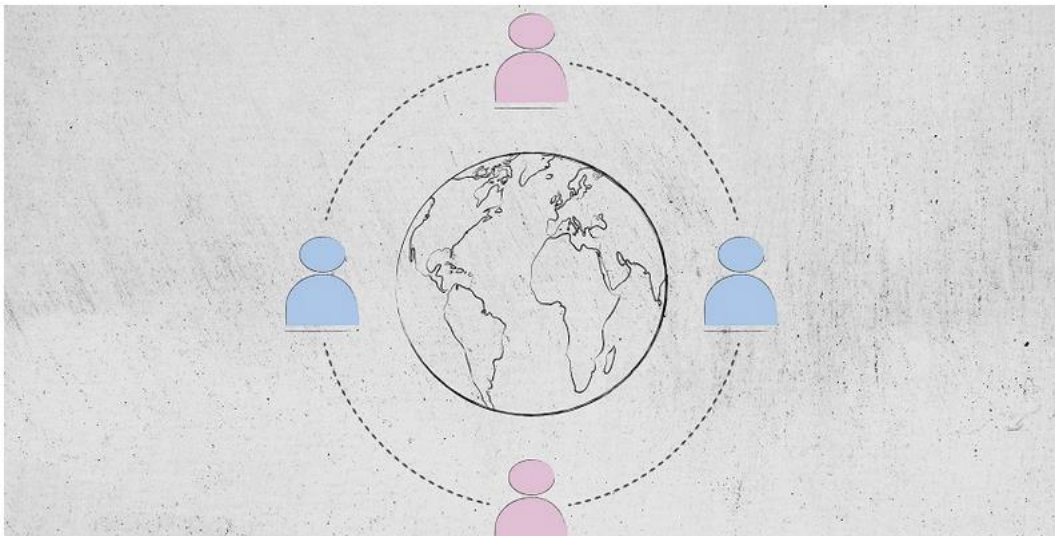
- **Wellness Communities & Lifestyle Real Estate presented by The Global Wellness Institute.** This presentation will focus on the \$119 billion wellness communities and lifestyle real estate market. The report presented will define the sectors, identify trends and present case studies.

- **Wellness 2030 presented by The Gottlieb Duttweiler Institute.** The Gottlieb Duttweiler Institute will analyze the trends in wellness and innovations that will be coming to food, nutrition, travel, spas and workplaces.
- **Beauty2Wellness presented by Anjan Chatterjee, M.D. of the University of Pennsylvania.** Anjan Chatterjee, M.D. will present his two-part research project that examined [the relationship between wellness and beauty](#).
- **How Millennials Are Transforming Travel presented by Well+Good.** Well+Good surveyed over 7 million [millennials to see what they are seeking](#) in fitness, food and wellness. The research will look into what millennials are looking for in wellness and how it differs from Baby Boomers.

“New research gives our delegates the hard data and insights they need to ‘see the future’ and forge business strategies that are expert- and evidence-based. And 2017 Summit attendees will have the first look at the most wide-ranging research releases in our history,” said Susie Ellis, GWS chairman and CEO.

Global Wellness Summit CEO Honored for Work in Gender Equality

October 13, 2017 | [Contact Author](#)




Susie Ellis, chairman and CEO of [the Global Wellness Summit](#) and Global Wellness Institute, will be honored by the Metropolitan New York Chapter of the U.S. National Committee for UN Women as an influential figure for gender equality in wellness.

This year, the New York chapter will be celebrating its 30th anniversary at its “Champions of Change: Stand Up for Women Worldwide” event on Oct. 18, 2017. The event will focus on gains made in women’s right and opportunities for women worldwide.

“We have been invigorated in the last year by the revitalized focus in the United States on women’s rights and gender equality and are thrilled to honor three incredible trailblazers- strong, visionary women who have made a difference in their respective fields, and as [mentors to young women](#),” said New York Chapter president Mary Luke.



2017 Global Wellness Awards winners revealed

 Oct 18, 2017



The Global Wellness Summit (GWS) has announced the winners of the 2017 Global Wellness Awards.

The annual Global Wellness Awards honour leading industry professionals who have made a significant contribution to the international spa and wellness sector.

The 2017 awards span seven categories, with the winners announced at the 2017 Global Wellness Summit in Palm Beach, Florida, last week.

The winners, who were selected by the GWS advisory board, included Deborah Szekely, the recipient of the inaugural award for Living a Well Life. The 95-year-old Szekely co-founded Rancho La Puerta in 1940 and the Golden Door spa in 1958.

She was honoured for "her lifelong commitment to wellbeing and for inspiring others to learn from her example".

Also new for this year was the Leader in Social Impact Award, presented to Dr Richard Carmona, 17th surgeon general of the United States and chief of health innovation at Canyon Ranch.

Carmona, who was also one of the summit speakers, received the award "for his commitment to expanding access to health and wellness to all people around the world".

Other winners included Steve Nygren, co-founder of US wellness community Serenbe in Atlanta, Georgia, who received the Leader in Innovation award for the pioneering project.

Neil Jacobs, chief executive of Six Senses resorts and spas, received the Leader in Sustainability award for "combining his creative vision of global hospitality and his passion for sustainability, impacting how people view their destination experiences".

Julie Bach, founder of the global Wellness for Cancer initiative received the Leading Woman in Wellness award.

Bach was presented with the award for "working to bring wellness to those who have experienced or are living with cancer by connecting them with spa and wellness providers who seek to serve them".

The Leader in Workplace Wellness honour was awarded to Renee Moorefield, chief executive and founder of Wisdom Works, for "helping forward-thinking clients embed wellbeing strategies in the workplace and produce results that matter".

Filmmaker Louie Schwartzberg was presented with the Debra Simon Award for Leader in Furthering Mental Wellness.

The summit explained: "Schwartzberg's inspiring films are used in hospitals and wellness centres to help people deal with stresses and anxieties, and he is a leading voice for emotional and mental wellness".

GWS chairman and chief executive Susie Ellis said of the winners: "These outstanding individuals have made significant contributions to the industry.

"Their dedication and creativity furthers our goal to bring health and wellness to people around the globe."



Global Wellness Summit announces Wellness Moonshot initiative

📅 Oct 10, 2017



A new initiative, the Wellness Moonshot project, was announced on day one of the 2017 Global Wellness Summit (GWS) yesterday.

The initiative, announced on stage at The Breakers resort in Palm Beach, Florida by GWS chairman and CEO Susie Ellis, has the objective of ridding the world of preventable disease.

The current epidemic of lifestyle-related illnesses, their threat to global health and impact on worldwide healthcare costs has been a key theme at the summit.

For the announcement of the global Wellness Moonshot initiative, Ellis was joined on stage by Dr Richard Carmona, the 17th Surgeon General of the United States and currently chief of health innovation at Canyon Ranch.

Ellis, who was also joined on stage by a number of leading industry figures present at the summit, said: "The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease."

The Wellness Moonshot initiative will be spearheaded by the Global Wellness Institute, the umbrella organisation of which the GWS forms part.

In a statement, the organisation said: "The GWI will bring the issue of preventable disease to the forefront in its research and education efforts and commitment to forge even more collaborations to create new paths for action."

The initial focus of the project will be to raise global awareness of its aims and objectives, looking at which prevention programmes are most urgently needed, and shedding light on the efforts to combat preventable disease that are already in motion.

Dr Carmona commented: "The world is increasingly plagued by largely preventable chronic diseases, and the crippling economic burden that comes with them. This call to action is absolutely critical, refocusing on humankind's most pressing need.

"The Global Wellness Institute is the right organization to launch this moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors."

The announcement was enthusiastically received by the 600+ delegates at the summit, who span the breadth of the spa, wellness, hospitality and medical sectors.

Attendees include medical, wellness and fitness practitioners, nutritionists, mental health experts, spa and resort operators and spa and wellness industry suppliers, among other groups.

The **2017 Global Wellness Summit** continues today.



GWl reveals growing global demand for wellness real estate and communities

📅 Oct 17, 2017



Consumer demand for wellness real estate and wellness communities is on the rise around the world, according to a new report.

Research presented at the Global Wellness summit (GWS) in Palm Beach, Florida last week reveals that homes positioned as wellness real estate or communities currently fetch a market price that is around 10-15% higher than average.

Global data also supports the increased appetite for wellness-centric living. This includes research by American Lives, which found that 25% of house buyers are "very interested" in the prospect of living in a wellness community.

The research was an extract from Building Well to Live Well, an 80-page report by the Global Wellness Institute (GWI) – the umbrella organisation to which the GWS belongs – set to be published in January.

Speaking at the 2017 Global Wellness Summit at The Breakers hotel in Florida, GWI researchers revealed that there are currently more than 600 wellness real estate and communities projects around the world.

The number of these projects, which are in different stages of being completed, being built, or in the pipeline, falls far short of the demand. Earlier this year, the GWI estimated the wellness real estate and communities market to be worth US\$119 billion a year and growing at an annual rate of 9%.

By 2020, the GWI predicts, the market will be worth US\$153bn. Speaking at the GWS, senior GWI researcher Katherine Johnston (above), said:

"The home is the last frontier in wellness. Our homes and communities have had a massive, negative impact on our wellbeing, as they were designed following templates set up decades ago to meet the health and lifestyle needs of a radically different era.

"But now we're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution and nature-deprivation and it's creating powerful opportunities."

The research makes a clear distinction between wellness real estate and wellness communities.

Wellness real estate, the GWI states, is "homes and buildings proactively designed and built to support the holistic health of their residents." A wellness community is "a group of people living close by who share common goals, interests and experiences to pursue wellness in a holistic, multidimensional way."

Wellness real estate is designed to improve the environment we live in, through materials, facilities, technology and design elements such as air, water, lighting and sound.

To move from wellness real estate and become a wellness community, a development needs to also feature elements that actively encourage a healthier lifestyle and foster a sense of community.

This can, the GWI research concluded, range from art and music events to health and wellness-focused classes and programmes, such as at the Serenbe wellness community in Georgia, USA.

It could also include the inclusion of fitness facilities or design elements that encourage residents to move, such as numerous staircases or generous public spaces.

Examples of this include The Interlace project in Singapore, and Via Verde in New York, USA. A wellness community, the GWI said: "Is about social connectivity, and a broader awareness that our actions affect other people and our planet.

"It's about designing housing and environments that are not only net-zero but net-positive to the social and physical environment."

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Wellness

Global Wellness Summit announces winners of Global Wellness Awards

Theodore Koumelis / 18 Oct 2017 ⌚ 09:40 👁 3342

Dr. Richard Carmona first to win for Leader In Social Impact.



Holding the award, Dr. Richard Carmona, M.D., the 17th Surgeon General of the United States and Chief of Health Innovation, Canyon Ranch.

MIAMI, FL – The **Global Wellness Summit** (GWS) announced winners of its prestigious *Global Wellness Awards*, which honor outstanding industry leaders in seven categories. Dr. **Richard Carmona**, M.D., the 17th Surgeon General of the United States and Chief of Health Innovation, **Canyon Ranch**, received the Summit's first Leader in Social Impact award for his commitment to expand access to health and wellness to all people around the world.

In a surprise announcement, **Susie Ellis**, Chairman and CEO of the Global Wellness Summit, introduced **Jane Iredale**, founder of **Iredale Mineral Cosmetics, Ltd.**, who presented spa and wellness visionary **Deborah Szekely** with the first GWS Wellness Award for Living a Well Life. Szekely—who recently celebrated her 95th birthday—co-founded **Rancho La Puerta** in 1940 and the Golden Door in 1958. Recognized for embodying wellness principles and practices throughout her life, she received a standing ovation from delegates who gathered to honor her renowned contributions to the industry.

"I'd like to congratulate this year's Global Wellness Award winners and thank the sponsors and the Global Wellness Summit Advisory Board for making these important honors possible," said Ellis.

"These outstanding individuals have made significant contributions to the industry—and their dedication and creativity furthers our goal to bring health and wellness to people around the globe."

Members of the GWS Advisory Board selected all winners and along with award sponsors presented honorees with their awards at the annual Summit held at The Breakers Palm Beach.

GWS Social Impact Award

The Social Impact Award, which honors a leader who has worked to make it possible for more people and societal groups to live healthier, happier lives, was presented to Dr. Richard Carmona by **Dilip Barot**, founder of Amrit Ocean Resort and Residences in Riviera Beach, Florida.

The Social Impact Award is close to my heart," said Barot. *"Giving and sharing what we have with others, especially those in need, has been instilled in me from my childhood."*

In his emotional acceptance, Dr. Carmona—who also received a standing ovation from delegates—said, *"I have been inspired to help others by being hungry and homeless as a child. I am humbled, flattered and undeserving of this award, and being part of this team is the best honor I could have received."*

Raised in Harlem, of Puerto Rican descent, Dr. Carmona is a nurse, physician, police officer, public health official, combat-decorated Vietnam veteran, and the 17th Surgeon General of the United States. He has used his position on the world stage to advocate for disease prevention, and for access to health services for the underserved. He is also a member of the board of the Global Wellness Institute, and is working to achieve the recently announced Wellness Moonshot and a world free of preventable disease.

GWS Living a Well Life Award

Jane Iredale, who presented the Living A Well Life award to Deborah Szekely said, *"When we think about who was the first person to receive this award, we will say, how appropriate, how deserving, how inspiring that it was given to Deborah"* Szekely remarked, *"The award will be on my desk to remind me to deserve it."*

Szekely is recognized for her lifelong commitment to wellbeing and for inspiring others to learn from her example.

All 2017 Global Wellness Award Winners

The complete list of Global Wellness Award winners includes these wellness leaders who received their awards from the presenting sponsors, accompanied by members of the Global Wellness Summit Advisory Board.

Leader in Innovation: **Steve Nygren**, Co-founder of **Serenbe**

Presenting Sponsor: **Sammy Gharieni**, founder and CEO of the **Gharieni Group**

GWS Advisory Board: **Tony deLeede**, Founder, **Gwinganna Lifestyle Retreat**, Australia

The award is presented to a global innovator from any wellness sector. Nygren created one of the first wellness communities in the world to protect the rural land just outside of Atlanta known as Chattahoochee Hill Country.

Leader in Sustainability: **Neil Jacobs**, CEO of **Six Senses Hotels Resorts Spas**

Presenting Sponsor: **Donald Mayer**, Global Business Development Manager, **UL Environment**

GWS Advisory Board: **Mary Tabacchi**, PhD, RD, Professor Emerita, **Cornell University**, U.S.

This award honors a leader or innovator in, or advocate for, sustainability in all its diverse forms. Jacobs has combined his creative vision of global hospitality and his passion for sustainability, impacting how people view their destination experiences.

Leading Woman in Wellness: **Julie Bach**, Founder of **Wellness for Cancer**

Presenting Sponsor: **Miriam Senft**, President & CEO, **Motivity Partnerships, Inc.**, U.S.

GWS Advisory Board: **Yoriko Soma**, President & CEO, **Conceptasia Inc**, Japan

This award honors a woman who is making a contribution in any of the wellness sectors – whether as an entrepreneur or as a health and wellness champion.

Through her organization, Wellness for Cancer, Bach works to bring wellness to those who have experienced or are living with cancer by connecting them with spa and wellness providers who seek to serve them.

Leader in Workplace Wellness: **Renee Moorefield**, PhD, CEO and Founder of **Wisdom Works**

Presenting Sponsor: **Josh McCarter**, CEO, **Booker Software**, U.S.

GWS Advisory Board: **Mia Kyricos**, President & CEO, **Kyricos & Associates LLC**

This award recognizes a leader in the field of workplace wellness and health promotion. Moorefield was honored for helping forward-thinking clients embed wellbeing strategies in the workplace and produce results that matter.

Debra Simon Award for Leader in Furthering Mental Wellness: **Filmmaker Louie Schwartzberg**

Presenting Sponsor: **Lauren Wright**, President, **Debra Simon Family Foundation & Daughter of Debra Simon**, U.S.

GWS Advisory Board: **Gina Diez Barroso de Franklin**, President & CEO, **Grupo Diarq**, Mexico

This award honors an individual who has achieved excellence in the field of mental health and wellness and has been a leader, advocate or innovator in wellness programs and pathways that help people thrive mentally. Schwartzberg's inspiring films are used in hospitals and wellness centers to help people deal with stresses and anxieties, and he is a leading voice for emotional and mental wellness.

Leader in Social Impact: **Dr. Richard Carmona**, 17th Surgeon General of the United States and Chief of Health Innovation, Canyon Ranch

Presenting Sponsor: **Dilip Barot**, Founder, **Amrit Ocean Resort & Residences**, U.S.

GWS Advisory Board: **Omer K. Isvan**, President, **Servotel Corporation**, Turkey

This award honors a leader who has worked to make it possible for more people and societal groups to live healthier, happier lives—and whose work in the field of wellness has made a meaningful social impact. (See more about Dr. Carmona above.)

Living a Well Life Award: **Deborah Szekely**

Presenting Sponsor: **Jane Iredale**, Founder, **Iredale Mineral Cosmetics, Ltd**

GWS Advisory Board: **GWS Chairman & CEO: Susie Ellis**

The Living a Well Life Award is given to someone who embodies, with fierce devotion, wellness principles and practices throughout his or her life. They lead by example, and their choices regarding mind, body and spirit serve as an example to us all. (See more about Deborah Szekely above.)

The GWS is considered the world's most prestigious gathering of leaders from every sector of the wellness industry: tourism, spa, education, beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology. This year, a record 600-plus delegates from over 40 countries participated in the three-day Summit.

Latest news

10 Oct 2017

Global Wellness Institute announces mission to eliminate preventable disease

BY LIZ TERRY



The Global Wellness Institute (GWI) has committed to eliminating preventable disease with a programme called Wellness Moonshot, which was announced today (9 October 2017) at the Global Wellness Summit at The Breakers in Palm Beach, Florida.

GWI chair Susie Ellis joined former Surgeon General, Dr Richard Carmona on stage to make the announcement, accompanied by a powerful group of medical and wellness experts, including Dr Mehmet Oz, Professor of Surgery, Columbia University, and host of The Dr Oz TV Show, Dr Dean Ornish, founder and president of the Preventive Medicine Research Institute, Dr Andrew Weil and Dr Elissa Epel.

Preventable diseases are responsible for up to 70 per cent of premature deaths in the world each year and the GWI has laid down a marker that it will work towards the eradication of these through its work.

The full name of the initiative is "Wellness Moonshot: Destination - A World Free of Preventable Disease".

"The time has come to pool our resources—knowledge, access, funding—and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease," said Ellis. "Unlike President Kennedy's famous moonshot to send a man to the moon, where it was clear when the 'mission was accomplished' – this moonshot will require not one, but many incremental steps forward for humankind."

The conference continues until Wednesday. Spa Business is live tweeting the event @elizterry.



Natural Cosmetics Companies Meet Growing Demand for Healthy Alternatives

An increasing consumer focus on health has disrupted the food, clothing, and household product markets. Now, it's disrupting the cosmetics industry.

Consumers have always gravitated toward products marketed as safe, healthy, and effective. The evolving concept of health and wellness, however, is what is disrupting the cosmetics industry today. Scientific research and consumer awareness is driving a trend toward transparent, organic, and natural makeup. Trends in buyer demand increasingly point toward products that will enhance natural features without health or environmental side-effects.

The Global Wellness Summit's 2017 publication on wellness trends highlights the collective shift in the way our culture thinks about beauty. Modern consumers are not as interested in weight loss and achieving unrealistic ideals anymore. They want to invest in holistic health approaches that prioritize the way they look and feel. For the average consumer, this means choosing foods, activities, and cosmetic/skincare products with clean, natural ingredients.

To meet the increasing demand for mineral cosmetics and other natural products, beauty brands are shifting their approaches to skincare and makeup. In the race to corner the multi-billion-dollar organic personal care market, companies that focus on ingredient transparency, allergen-avoidance, and natural beauty are thriving.

Afterglow Cosmetics, a natural cosmetics and mineral makeup company, entered the marketplace in 2004 in reaction to the lack of natural and safe cosmetics solutions available at the time. Today, the company focuses on the ever-present consumer demand for products that are organic, non-irritating, and allergy-friendly.

Brand founder, Kristin Adams describes Afterglow Cosmetics' mission as "focused on enhancing beauty and inspiring creativity through effective natural, organic, and safe cosmetics." She also said, "We want to provide products women can feel good about using every day. We provide an honesty and openness that many companies don't in today's world, and that commitment to holistic health continues to drive our success in the natural cosmetics niche."

Afterglow Cosmetics and similar companies give consumers a way to protect and enhance their outward appearance without posing a risk to their inward health. As the trend toward wellness-based beauty continues, these product lines are helping to shape a new definition of beauty consumers appreciate.

About Afterglow Cosmetics

Afterglow Cosmetics is a natural, organic, and safe cosmetics company headquartered in North Carolina. The company strives to meet the evolving needs of consumers in search of high-quality natural and mineral makeup.



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Global Wellness Summit Attracts Record Number of Sponsors

By **Global Wellness Summit** · July 24, 2017 👁 248 💬 0

MIAMI—The Global Wellness Summit (GWS), the invitation-only conference for the \$3.7 trillion global wellness industry, announced it has attracted a record number of platinum and gold sponsors for its 11th annual conference being held at The Breakers Palm Beach, Fla., from October 9 to 11, 2017.

The sponsors, which include host sponsor The Breakers, span diverse industries, and will be given a unique opportunity to reach influential leaders from every sector of the wellness industry who will gather to discuss and debate the future of this massive global movement and market.

The 2017 Summit theme, “Living a Well Life,” puts a spotlight on how the future of wellness will impact every aspect of an individual’s life—as well as the greater societal impact wellness will have on our communities, cities, workplaces, and even countries, moving forward.

“Having the Summit in the U.S. has not only made possible a dynamic agenda that includes visionaries and entrepreneurs from the largest and most innovative wellness market in the world, it has also fueled incredible interest in our sponsorship opportunities,” said Susie Ellis, GWS chairman and CEO. “Our gratitude to the companies that make it possible to put on such a powerful event each year is immense.”

Host Sponsor

The Breakers Palm Beach, one of America’s leading independent hotels, prides itself on its engaged, collaborative and high achieving workforce. The owners and its executive team have developed a wellness-focused business that empowers and invests in its 2,000-strong team members’ well-being, helping them attain both professional and personal goals. The 538-room, Italian Renaissance-style hotel was founded in 1896 and resides on 140 acres of oceanfront property in the heart of Palm Beach, Fla.

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Gharieni Group is a leading manufacturer of high-end spa and beauty beds, furniture and equipment that exports to 60 nations worldwide. The company, headquartered in Germany, is well known for its innovative developments and commitment to deliver on the unique requirements of each of its customers.

Longeva Wellness Driven is a wellness lifestyle company focused on results-driven sleep wellness programs for spas, resorts and wellness retreats. It includes the "Project Z, Sleep Wellness Initiative," a comprehensive program based on helping spas shift the global sleep paradigm.

Miraval is a top-rated all-inclusive destination resort and spa dedicated to helping guests live life in the moment. Situated on 400 acres in Tucson, Ariz., it offers an array of programs led by an expert staff of well-being specialists, one-of-a-kind spa treatments, and authentic, healthy cuisine. Since 1995, the property has been consistently ranked as one of the world's top destination spas by Travel + Leisure, Spafinder and Condé Nast Traveler.

Universal Companies has been a single-source supplier to spa professionals for more than 30 years and works with over 30,000 spa professionals in 47 countries, providing them with thousands of products to help manage and grow their businesses.

Weight Watchers International supports millions of women and men around the world to lose weight and lead healthier lives. The core philosophy behind Weight Watchers is a science-driven approach to help people lose weight by eating better and moving more.



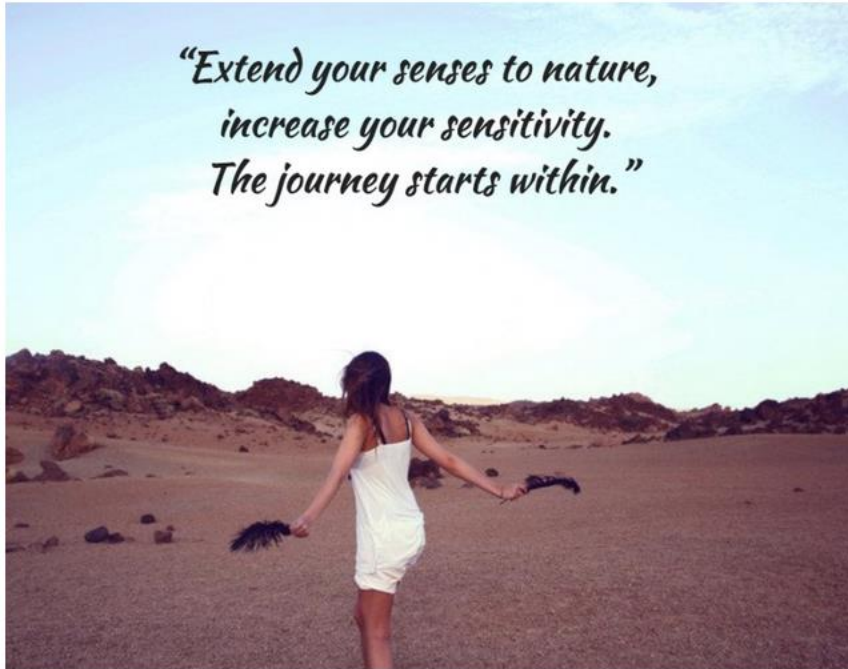
Silence is becoming more of a luxury than a lifestyle. Whether you admit it or not, peace and quiet is hard to come by. Can you remember the last time you were free from distraction? Have you managed talking to someone without glancing over your phone? In a fast-paced modern society, technology and media are addictive. They dominate our life more than we realise. From kids to adults, everyone is hooked to virtual reality and digital entertainment. We can never seem to let go of our precious gadgets. Wherever we go we have our mobile phones with us, even in the bathroom!

These devices create noise that are not always beneficial. Medical studies show that exposure to technology and digital noise affect focus and sleep, increase stress hormones, anxiety and depression. Our physical and mental health as well as our personal relationships are at stake when we allow technology to take charge. Both misuse and abuse of technology make us more susceptible to stress and various illnesses. No wonder many of us are constantly distracted, exhausted and restless.

Do not wait for your health to deteriorate or for an expert to advise you on what to do. Love yourself a little bit more. Contemplate on a change of lifestyle and learn to manage stress more efficiently. One way to do this is by embracing silence and meditation techniques. Both have long been practiced by our ancestors over centuries. Monks have mastered the art of meditation whilst the average Joe may find this method disconcerting and boring. Pursuit of silence is not all about giving up your communication faculties. It is finding internal peace and making the most out of every word, thought, and action.

BREAKAWAY FROM NOISE, EXPERIENCE SILENT TREATMENT

The new trend is to seek peace and quiet. It is an active pursuit, not a passive journey. Silence requires to be found. To release stress and replenish your soul, you must start within. Silent Retreats, Meditation Retreats and other Digital Detox holidays are a great way to embrace this new movement. In some cases, you may be required to refrain from speaking, reading or writing. Fret not because this does not go on forever. Such exercises are meant to teach you how to turn inward. Focussed-attention practices such as meditation are used to eliminate internal and external noise. These approaches are proven to purify the mind and energise the body.



There is no shame in admitting that you need a break. Our bodies are designed not just for work, but for rest. We are only able to function well with a healthy mind, body and soul. If you are after a holistic and elevated retreat, consider the possibility of going for an adventure in a secluded place or better yet, indulge in new experiences.

Our wellness holiday and stress management retreats are great options to immerse yourself in silence and solace. Whether it is in the comfort of silent spas, monasteries, or in the middle of nowhere, make sure to dive in. Remember, the main goal for these types of retreats is to reconnect with your inner being – to refresh your soul. Everything else is secondary. Once you are able to actively pursue peace you will see the value of your very own well-being. Finding a steady balance internally allows you to confidently manoeuvre your life.



After an invigorating wellness retreat, you are sure to go back to the hustle and bustle of the '*real world*'. So what's next? As I've said before, silence is an active pursuit. Practice consistency. Prioritise your well-being more than anyone or anything else. Because we are only able to give strength, love, and attention to others if we take care of ourselves first.

LIFESTYLE OF SILENCE

On the other hand, you need not go far to pursue peace and quiet. There are simple steps that you can do today. As a form of digital detox, start with reorienting your digital consumption. Ask yourself, how much time is necessary for communication with family, friends and colleagues? During your next meal, switch off your smartphone. Smell and savour the food. Enjoy the conversation with those around you.

Practice at least 10 minutes of silence each day all to yourself. Instead of spending unlimited time on social media or binge watching TV, step out of the house and breathe in the fresh air. If you are consumed with business or work, find time to pause. As you go along, you can extend these moments. The 2017 [Global Wellness Summit](#) Report cited a Duke University study on the benefits of silence. Results showed that two hours of silence each day can aid cell development in the hippocampus. This helps in stimulating brain growth, improving memory. It is also seen to assist in preventing dementia.

You may also benefit from taking a step back to evaluate your activities and responsibilities. What are the ones that positively impact your health and wellness? Which habits should you give up? Once you've narrowed down the list, you are one step ahead of the game. Commit to it!

Surprise yourself at how small steps can make big changes. Embrace silence as a lifestyle. Unplug from the virtual world and reconnect with authentic reality. As the cliché goes, live in the moment.

The Great Escape: Kiwis in search of that special place

3 Aug, 2017 4:30pm

🕒 4 minutes to read



Melbourne is holding an exhibition celebrating the House of Dior.



By: **Grant Bradley**

Aviation, tourism and energy writer for the
NZ Herald

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[@gbradleynz](#)

Special-interest travel is one of the fastest growing travel segments for New Zealanders heading overseas.

The Australian state of Victoria has had a big increase in the number of Kiwis crossing the Tasman for special events.

The number of Kiwis heading to the Melbourne Cup is up 30 per cent in the past two years to around 10,000 while 12,000 more make the Australian Open tennis in the second fortnight in January.

Visit Victoria's New Zealand regional manager Joanna Garrie said increasingly travellers were looking for a purpose around there travel for repeat visits.

"People are not going to want to come to Melbourne every year for the sake of [it]. We do want to give them new reasons to come back and that special interest is absolutely booming."

There were more than 1.2 million seats across the Tasman to Melbourne every year and thousands of New Zealanders would be attracted to other events such as the International Film Festival, Fast5 Netball World Series and an exhibition celebrating 70 years of the House of Dior.

Events were important for destinations."It's another reason to travel and a reason to travel now. Otherwise Australia is just there," said Garrie.

During the past 12 months to March the number of Kiwis visiting Victoria has grown nearly 4 per cent over the previous year to 336,100. Growth during the past decade was 51.3 per cent.

Travel agents say many holidaymakers are no longer satisfied with formulaic type trips.

"When you went to London it was Big Ben," said House of Travel founder Chris Paulsen.

american spa

Record Number of New Studies to be Released at the Global Wellness Summit

by *Samantha Reed* | Sep 19, 2017 12:07pm



The Breakers Palm Beach // Courtesy of Global Wellness Summit

[The Global Wellness Summit](#) (GWS) has announced it will be unveiling a record amount of original research at this year's conference, taking place at The Breakers Palm Beach, October 9-11.

"New research gives our delegates the hard data and insights they need to 'see the future' and forge business strategies that are expert- and evidence-based," says [Susie Ellis](#), GWS chairman and CEO. "2017 Summit attendees will have the first look at the most wide-ranging research releases in our history."

Among the research to be released this year is landmark findings from the Global Wellness Institute's (GWI) report of the fast-growing wellness communities and lifestyle real estate market; The Gottlieb Duttweiler Institute's forecast on what wellness will look like in the year 2030; studies by neuroscientist Dr. Anjan Chatterjee on how beauty can meaningfully contribute to wellness; and Well + Good's survey on how millennials are disrupting the wellness travel market.

Wellness Communities & Lifestyle Real Estate, the GWI's major research project for this year, is the first to comprehensively analyze the \$119 billion wellness communities and lifestyle real estate market. Guests of the summit will obtain information on defining the sectors, identifying the demographic and consumer trends driving demand, present case studies, innovative practices, and more.

For Wellness 2030, [The Gottlieb Duttweiler Institute](#) (GDI) is providing attendees with a research-based forecast that maps the landscape of radically new consumer preferences and mindsets, as well as technologies and scientific knowledge, that are slated to define wellness in 2030, among other things.

Beauty2Wellness by [Anjan Chatterjee](#), M.D., will talk about how beauty animates our lives, and how people make aesthetic decisions while knowing minimal information on how beauty relates to wellness. A two part research project will address the topic, citing two separate studies that first discusses the concepts that can bridge the space between beauty and wellness, and then discusses the depth of biases against people with facial disfigurement to help them overcome and flourish.

[Well + Good](#) is offering new survey finding from a community of 7 million millennials that have provided insight into how younger generations are disrupting the wellness travel market. The research includes new data on the very different things millennials want in their wellness getaways compared with baby boomers, like what they seek in fitness, food, and other lifestyle components.

The full, three day agenda for the event is available [online](#), and guests who wish to attend the summit can visit [here](#).



Well+Good Founders, Alexia Brue and Melisse Gelula, to Keynote at the Global Wellness Summit

High-profile trends forecasters will analyze how millennials' wellness and travel habits are disrupting the industry; major survey on what younger travelers seek in wellness travel to be released



**GLOBAL WELLNESS
SUMMIT**
JOINING TOGETHER. SHAPING THE FUTURE.

Miami, FL – August 2, 2017 – The Global Wellness Summit (GWS), the leading conference for the \$3.7 trillion global wellness industry, today announced that the co-founders of wellness media powerhouse Well+Good, Alexia Brue and Melisse Gelula, will keynote at the conference being held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017. In seven short years, Brue and Gelula have built Well+Good into the leading media company dedicated to the U.S. wellness scene, and the top source of intel on the boutique fitness, nutrition, beauty and healthy travel scene. Their highly anticipated annual trends forecast has proven one of the most prescient: predicting everything from the athleisure to the clean beauty to the juicing trend, and covered everywhere from CBS This Morning to The New York Times.

In their Summit keynote they will provide crucial insight into how millennials are now disrupting the wellness travel market. Sharing results from a new survey detailing how their community of 7 million millennial women travel, they will analyze the very different things millennials want in their wellness getaways compared with Boomers: what they seek in fitness, food, and other lifestyle components. And they will connect the dots between millennials' wellness and travel spending behaviors and how hospitality brands offering wellness programming can start benefiting from them.

"The wellness market is booming in cities far beyond New York and LA, with barre studios, avocado toast and smoothie bars becoming a true global phenomenon in 2017," noted Gelula. "And we're excited to present on future transformations in wellness travel. For instance, if spas were once 'fix-me!' destinations for boomers who knew little about wellness, modern consumers – especially millennials – increasingly have their own very sophisticated wellness tastes. The result: far more people now travel to deepen their existing wellness practice, rather than have their wellness light switched on."

"Millennials are the most wellness-obsessed group ever, consuming more healthy products and services, on average, than any generation before. They have their own local wellness gurus, whether their trusted yoga or meditation teacher," noted Brue. "And they crave vacations and retreat experiences curated by these trusted experts over legacy spa brands whose names they might know but don't necessarily trust. There is much to discuss: including the growing transfer of trust from the destination spa brand to the local wellness expert and what 'brands' and experiences will matter more in the future."

More about Alexia Brue & Melisse Gelula:

Alexia Brue, co-founder and CEO of Well+Good, guides the company's strategic direction and leads the revenue and business development functions. She brings her journalistic background to bear on driving creative marketing solutions for brands, ensuring that client programs have the same DNA as the site's authoritative content. Prior to founding Well+Good, Brue covered health and wellness for publications as diverse as Vogue and The New York Times, and she is the author of *Cathedrals of the Flesh*, a travel memoir about the world's great bathing cultures. She attended Grinnell College and the Columbia School of Journalism.

Melisse Gelula, co-founder and chief content officer at Well+Good, leads the company's 20+ editorial team in applying journalistic reporting standards to the wellness lifestyle, which led to the Webby Award for "Best Health Site" in 2017. She's an expert on natural beauty that frequently speaks at major conferences on wellness, beauty, and digital trends, and is oft featured as an industry expert at major news outlets like CBS This Morning and The New York Times. She is the former editor-in-chief of SpaFinderLifestyle.com, beauty director at Luxury SpaFinder Magazine, and travel editor at Fodor's Travel Publications. She holds an MA from the University of Toronto and completed six years of training as a psychoanalyst.

"The U.S. is very much an experimental laboratory for wellness concepts, and Alexia and Melisse's reporting and trends forecasting on what's cutting edge in fitness, nutrition, beauty and wellness travel has had a wide impact," said Susie Ellis, GWS CEO and chairman. "Their keynote on how millennials will continue to rewrite the wellness landscape will be provocative and profound, and will leave delegates talking and debating...the very heartbeat of the Summit."

The GWS is a conference for senior industry executives and leaders; **for information about attending, [click here](#).**

For the few remaining sponsorship opportunities, contact Michelle Gamble:
michelle.gamble@globalwellnesssummit.com

WELTODDO

GLOBAL WELLNESS NEWS



Image Credit:  Slava Bowman

| Well+Good Founders To Explore Wellness Travel Trends At The Global Wellness Summit

BY LAURA HILL ON AUGUST 10, 2017

INDUSTRY, INSIGHTS

MIAMI, United states — *The Founders of US-based wellness publication Well+Good have been announced as Keynote speakers at the forthcoming Global Wellness Summit.*

Hosting a session exploring how millennials are disrupting the wellness travel market, Alexia Brue and Melisse Gelula will share results from a new survey detailing how their community of 7 million millennial women combine wellness and travel.

Analysing the very different facets of wellness that millennials are seeking in their getaways compared with boomers, the duo will delve into what millennials are demanding in fitness, food, and other lifestyle components. They will also connect the dots between millennials' wellness and travel spending behaviors and how hospitality brands offering wellness programming can start benefiting from them.

"The wellness market is booming in cities far beyond New York and LA, with barre studios, avocado toast and smoothie bars becoming a true global phenomenon in 2017," explained Gelula.

"And we're excited to present on future transformations in wellness travel. For instance, if spas were once 'fix-me!' destinations for boomers who knew little about wellness, modern consumers – especially millennials – increasingly have their own very sophisticated wellness tastes. The result: far more people now travel to deepen their existing wellness practice, rather than have their wellness light switched on," she added.

In just seven years, Brue and Gelula have built Well+Good into one of the leading media companies dedicated to the US wellness scene. A top source of intel on the boutique fitness, nutrition, beauty and healthy travel scene, the publication's annual trends forecast has proven one of the most prescient: predicting everything from the athleisure to the clean beauty to the juicing trend, garnering coverage everywhere from CBS This Morning to The New York Times.

As Co-Founder and CEO, Brue guides Well+Good's strategic direction and leads the revenue and business development functions, whilst Gelula, who is Co-Founder and Chief Content Officer, leads the company's 20+ editorial team in applying journalistic reporting standards to the wellness lifestyle. She frequently speaks at major conferences on wellness, beauty, and digital trends, and is regularly featured as an industry expert at major news outlets.

"Millennials are the most wellness-obsessed group ever, consuming more healthy products and services, on average, than any generation before. They have their own local wellness gurus, whether their trusted yoga or meditation teacher," commented Brue.

"And they crave vacations and retreat experiences curated by these trusted experts over legacy spa brands whose names they might know but don't necessarily trust. There is much to discuss: including the growing transfer of trust from the destination spa brand to the local wellness expert and what 'brands' and experiences will matter more in the future," she added.

Brue and Gelula will join a roster of expert speakers and presenters at the summit, who will be tackling subjects under the theme of "Living a Well Life." With a strong emphasis on wellness technology, mental wellness, workplace wellness, and wellness real estate/communities, the three-day event will focus on how new wellness concepts are set to transform every aspect of human life.

Read more: [This Year's Global Wellness Summit Will Highlight The Trends Transforming The Wellness Industry](#)

"The U.S. is very much an experimental laboratory for wellness concepts, and Alexia and Melissa's reporting and trends forecasting on what's cutting edge in fitness, nutrition, beauty and wellness travel has had a wide impact," commented Susie Ellis, GWS CEO and chairman.

"Their keynote on how millennials will continue to rewrite the wellness landscape will be provocative and profound, and will leave delegates talking and debating...the very heartbeat of the Summit."



Global Wellness Summit Announces Full Three-Day Agenda For 2017...

VENTURE ENTREPRENEUR • Aug 16, 2017 • 0



GLOBAL WELLNESS
SUMMIT

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The Global Wellness Summit is the most important international conference on the business of wellness: a truly transformative, three-day event where relationships are forged, investments are made and business gets done.

Miami, FL (PRWEB)
August 17, 2017

The Global Wellness Summit, the annual event that attracts international business and industry leaders focused on the growth and opportunities to be found in today's \$3.7 trillion global wellness economy, today released the agenda and speakers for its 2017 conference, taking place at The Breakers Palm Beach, FL this October 9-11.

The theme of this year's Summit is the business of "Living a Well Life," and the three-day event will feature an unprecedented lineup of over 50 speakers and presenters, each sharing his or her unique insights on how – and why – wellness is changing the way business is done and what the future of wellness holds.

"The Global Wellness Summit is the most important international conference on the business of wellness: a truly transformative, three-day event where relationships are forged, investments are made and business gets done," said Susie Ellis, Chairman and CEO. "It's the only conference in the world where global leaders connect around the topic of health and wellness from the point of view of prevention, while immersing themselves in the latest research and exploring the increased opportunities to make a major impact on people's lives – and the world economy."

The Summit's agenda will look closely at big picture trends, such as technical, social and economic changes that are impacting all of its sectors: hospitality, tourism, spa, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

The packed agenda of high-level keynotes, speakers and collaborative roundtables, includes thought-provoking topics like: "Good News/Bad News: Wellness and Technology;" "Fake Wellness or Wellness Evidence: Why it Matters;" "What Wellness Investors are Thinking, Saying, and Most Importantly, Doing;" and "The Impact of Wellness on the Big Business of Beauty." See full 2017 GWS agenda [here](#).

In addition, the Global Wellness Institute will release its first research report on the fast-growing new market of "Wellness Communities & Lifestyle Real Estate," exploring the potential of communities and developments with healthy living at their core.

Speaker Highlights (Full speaker list available [here](#))

-Dr. Richard Carmona, 17th Surgeon General of the United States

-Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy, Saïd Business School, University of Oxford and is associate editor of the World Happiness Report

-Elissa Epel, PhD, Professor, Department of Psychiatry, University of California, San Francisco

-Carolee Friedlander, CEO & Founder, AccessCircles, LLC
Mohamed Gawdat, Chief Business Officer, Google [X] and author of "Solve for Happy: Engineering Your Path to Joy"

-Mehmet C. Oz, MD, Professor of Surgery, Columbia University and host of the Dr. Oz Show

-Frits Dirk van Paasschen, Author & Investor, Disruptors' Feast LLC and former CEO Starwood

-Dr. Michael Roizen, Chief Wellness Officer, Cleveland Clinic

-Dr. Kenneth R. Pelletier, PhD, Clinical Professor of Medicine, University of California School of Medicine

-Paul Price, Digital Marketing Leader

-Andrew Weil, MD, Program Director, Arizona Center for Integrative Medicine

-Edie Weiner, President & CEO, The Future Hunters

Delegates will also enjoy the inherent wellness of The Breakers, an iconic, 121-year-old, eco-conscious resort set on a palm-lined beach and dozens of acres and offering a host of outdoor wellness and fitness activities.

To see all the activities taking place over the three-day conference – as well as pre- and post- event activities – view the entire [agenda](#).

The Summit is a gathering for senior industry executives and leaders; for information about applying to attend this invitation-only event, click [here](#).

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

american spa

The Global Wellness Summit Announces 2017 Keynote Speakers

by Lacey Goodman | Jul 31, 2017 1:01pm



Photograph by Global Wellness Summit

The Global Wellness Summit (GWS) announced the keynote speakers who will share their findings in the 'Science of Happiness' at the conference on October 9-11. The idea of the "science of [happiness](#)" has become a topic of interest in recent years, measured by a myriad of factors and debuted in studies such as the UN's *World Happiness Report* and *The Gallup-Sharecare Well-Being Index*. The lineup for the conference features various experts who each have a unique perspective on the topic based on their individual studies.

The keynote speakers include Jan-Emmanuel De Neve, Mohamad (Mo) Gawdat, Silvia Garcia, and Nancy Etcoff.

Jan-Emmanuel De Neve, Ph.D., is associate professor of economics and associate editor of the *World Happiness Report*. De Neve has studied the depths of the correlation between various aspects of the [business](#) industry and the role they have on overall employee happiness.

Mohamad (Mo) Gawdat is chief business officer for Google [X], as well as author of *Solve for Happy: Engineering Your Path to Joy*. In an effort to improve his own personal happiness, Gawdat began research on how to achieve happiness by attempting to create a formula, which was put the test years later following the death of his son.

Silvia Garcia is founder of FeelLogic and the former global director of the Happiness Institute at Coca-Cola. Garcia's studies are based on the idea that organizations and cities themselves can prosper through creating happiness for others. She focuses on happiness through the economy, workplace, [health](#), [politics](#) and [education](#).

Lastly, Nancy Etcoff, Ph.D., is assistant clinical professor at Harvard Medical School where she teaches the "Science of Happiness" courses. With new, more surprising discoveries, Etcoff has studied how humans have evolved for happiness.



Global Wellness Summit announces 2017 agenda

Aug 21, 2017 [Like 17](#) [Tweet](#) [Pin it](#) [Share](#)



The Global Wellness Summit (GWS) has announced the agenda and full speaker lineup for this year's event, taking place in the US in October.

The summit, which will be held at five-star resort The Breakers resort in Florida on October 9-11, this year has the theme of Living a Well Life. The event will this year feature a record 50 speakers and presenters sharing their views on the future of wellness.

Topics explored during the summit will include the key issues currently affecting the different parts of the wellness sector: from spa, beauty, tourism hospitality, nutrition and fitness to education, medicine, architecture, workplace wellness, finance, technology and wellness communities.

GWS chairman and chief executive Susie Ellis said the event would see "global leaders connect around the topic of health and wellness from the point of view of prevention, while immersing themselves in the latest research and exploring the increased opportunities to make a major impact on people's lives – and the world economy."

The agenda, which will comprise formats ranging from keynote sessions and panels to roundtable discussions, will include Fake Wellness or Wellness Evidence: Why it Matters and What Wellness Investors are Thinking, Saying, and Most Importantly, Doing.

Among the other topics on the 2017 agenda will be Good News/Bad News: Wellness and Technology and The Impact of Wellness on the Big Business of Beauty.

The 2017 summit will also see the unveiling of the first report into the emerging sector of Wellness Communities & Lifestyle Real Estate – looking at the potential of communities centred around a healthy way of life.

Speakers at the three-day event will include:

- Dr. Richard Carmona, 17th Surgeon General of the United States
Jan-Emmanuel De Neve, PhD, associate professor of economics and strategy, Saïd Business School, University of Oxford and associate editor of the World Happiness Report
- Elissa Epel, PhD, professor, Department of Psychiatry, University of California, San Francisco
- Carolee Friedlander, chief executive and founder, AccessCircles, LLC
Mohamed Gawdat, chief business officer, Google [X] and author of Solve for Happy: Engineering Your Path to Joy
- Mehmet C. Oz, MD, professor of surgery, Columbia University and host of the Dr. Oz Show
- Frits Dirk van Paasschen, author and investor, Disruptors' Feast LLC and former chief executive, Starwood
- Dr. Michael Roizen, chief wellness officer, Cleveland Clinic
- Dr. Kenneth R. Pelletier, PhD, clinical professor of medicine, University of California School of Medicine
- Paul Price, digital marketing leader
- Andrew Weil, MD, program director, Arizona Center for Integrative Medicine
- Edie Weiner, President & CEO, The Future Hunters

For the complete 2017 gws agenda, click [here](#)

For the full speaker lineup, click [here](#)

Well+Good bosses to give GWS keynote

Alexia Brue and Melisse Gelula, founders of US-based wellness media firm Well+Good, will deliver the keynote session at this year's Global Wellness Summit (GWS), held in October.

Since launching Well+Good in 2010, Brue and Gelula have built the startup into a leading media firm, dedicated to the US wellness scene.

The Well+Good annual trends forecast aims to predict emerging wellness practices – and has so far correctly highlighted trends such as “athleisure” and juicing.

In their Summit keynote, the pair will provide insight into how millennials are now disrupting the wellness travel market.

Sharing results from a new survey – detailing how 7 million millennial women travel – they will analyse the “very different things” millennials want in their wellness getaways, compared with the baby boomer generation.

“The wellness market is booming in cities far beyond New York and LA, with barre studios, avocado toast and smoothie bars becoming a true global phenomenon in 2017,” said Gelula.

“And we’re excited to present on future transformations in wellness travel. For instance, if spas were once ‘fix-me!’ destinations for boomers, who knew little



Alexia Brue (left) and Melisse Gelula founded the US-based Well+Good company in 2010

about wellness, modern consumers – especially millennials – increasingly have their own very sophisticated wellness tastes.

“The result: far more people now travel to deepen their existing wellness practice, rather than have their wellness light switched on.”

The GWS will be held at Palm Beach, Florida, from 9 to 11 October 2017.

Details: http://lei.sr?a=n4K9Z_S

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TRAVEL TRADE MARKET SINCE 2012

Global Wellness Summit gathers business and finance luminaries

Tatiana Rokou - 16 August 2017, 00:07

Sharing insights on investment strategies in the \$3.7 trillion wellness economy.



The **Global Wellness Summit** announced that wellness industry leaders and investors from around the globe will participate in a roundtable, discussing their own strategies and the opportunities they see in the booming \$3.7 trillion wellness economy. Delegates at the Summit will be given a rare opportunity to peek behind the curtain and ask these experts probing questions about the sectors and regions that they are most interested in – and why.

*"In stark contrast to the global economy, the wellness economy continues to explode, registering double-digit growth from 2013 to 2015," said **Susie Ellis**, Chairman and CEO of the Global Wellness Summit. "We want Summit delegates to leave the conference with insider knowledge about how they can leverage what they're doing in their businesses to better attract investment and growth."*

Not only will Summit delegates be able to participate in the roundtable session taking place on Day 1 of the Summit, but they will also be able to network with these luminaries throughout the 3-day event, which takes place at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

The Future Hunters' Jared Weiner will lead the discussion entitled *"What Are Investors Thinking, Saying & Doing?"* with the following participants already confirmed:

- **Ricardo S. Chance**, Managing Director, Investment Banking, Leisure & Wellness, KPMG Corporate Finance LLC, U.S.
- **Andrew Cohan**, Managing Director, Horwath HTL, U.S.
- **Gina Diez Barroso de Franklin**, President & CEO, Grupo Diarq, Mexico
- **Susan Docherty**, CEO, Canyon Ranch, U.S.
- **Mark W. Ellin**, SVP Americas, Hyatt Hotels and Resorts, U.S.
- **Sue Harmsworth**, MBE, Chairman & Founder, ESPA International, UK
- **Omer K. Isvan**, President, Servotel Corporation, Turkey
- **Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas, Thailand
- **Dr. Franz Linser**, CEO, Linser Hospitality, Austria
- **Thierry Malleret**, Co-Founder, The Monthly Barometer, France
- **Laurie Racine**, CEO & Founder, LifeSquare, U.S.
- **Yoriko Soma**, President & CEO, Conceptasia Inc, Japan
- **Frits Dirk Van Paasschen**, Author & Investor, Disruptors' Feast LLC, U.S.
- **Amelia Yao**, Founder, Wellness Department, Hanshi Investment and Management Ltd. Co, China

Mental wellness

Spas are a natural place to focus on whole health – including mental wellness – but as more spas tackle the challenges of the mind, the question is: where do spas fit on the spectrum – and how deep should they go? We ask the experts



Spas like Sunrise Springs in New Mexico, US, are addressing mental wellness

The World Health Organization reports that one in four people will be affected by mental or neurological disorders at some point in their lives, and that 450 million people are currently suffering from these conditions, placing mental disorders as one of the leading causes of ill-health and disability worldwide.

As we learn more about the mind/body connection, and as more research points to the ways in which traditional wellness activities such as meditation, yoga and good nutrition can support mental health, the spa industry is paying attention. These are, after all, some of the cornerstones of wellbeing and areas in which spas have long had expertise.

In addition, exercise has been shown to be more effective than drugs for treating mild to moderate depression, while research is emerging that links the gut biome to our mental health.

"This broader view of mental wellbeing is opening up many new opportunities for spas to support guests "

This broader view of mental wellbeing is opening up many new opportunities for spas to support guests in achieving better mental health, and areas for spas to develop services.

There's a wide range of approaches, from programmes that relieve stress to complex holistic offerings that help heal the body and the mind.

It's certainly a hot topic; the Global Wellness Institute has started an initiative on mental wellness, and this year's Global Wellness Summit has a strong focus on the subject. But what exactly do we mean by mental wellbeing – and where do spas fit in? Can spas tackle mental health and also offer luxury relaxation? And what do operators need to know to make sure they're not getting out of their depth? We ask the experts.

Michael Schroeder

Program Manager & Lead Counsellor
Sunrise Springs Spa Resort

At Sunrise Springs Spa Resort, we address mental health and wellness to the extent we deem appropriate for each guest. A readiness for mental health awareness can be likened to a guest's ability in a yoga class; the instructor needs to tailor a class so as to not overwhelm or push a guest beyond their comfort level.

Our life consultation and enhancement services are an important segment of our integrative spa menu, for it is from our mental health state and orientation to our world that all else flows. We have a package where guests can work with our medical director and myself to evaluate their physical, mental, emotional and spiritual health. We also offer animal interactions with our Silkie chickens and play with our in-house puppies to create awarenesses for our guests, and to have a bit of fun. Some of the classes we offer in expressive arts, movement and meditation create opportunities for heightened awareness and clarity. We also offer one-on-one, couples' and group counselling.

All of the research and data about wellness tourism points to the growing interest in wellness-related travel experiences, with mental health being an important area of interest. Based on the growing global epidemics of stress, lack of sleep and overexposure to electronic devices, it makes sense for spas to look at how they can incorporate mental wellness interventions into their services.

But spas must be prepared to address the fact that the underpinnings of our mental states run deep; guests must feel safe in their environment, and be able to easily 'surface' from the counselling process. There must be adequate space and time for reflection, and staff must be able to assess guests' needs. Specific training is recommended for staff members who are involved with delivering mental health services.

Although wellness travellers are seeking a one-stop approach to their health needs, training and oversight are required to address the mental health elements.

Some spas are forging relationships with outside medical facilities who are experts in this arena and collaborating on guest care.

The growing interest in mental wellness services represents an opportunity for spas to offer higher levels of care while also increasing revenue.



Michael Schroeder

"It is from our mental health state and orientation to our world that all else flows"

Dr Fikry Isaac
Founder and CEO
WellWorld Consulting

I worked as vice president of global health services for Johnson & Johnson for 15 years, and caring for the employees was a key priority, not because it was the right thing to do, but because it created a competitive advantage – offering mental wellness programmes and services was critical to business success. Business leaders in many organisations now recognise that good health equals good business, and that there is no health without mental health.



Dr Fikry Isaac

The traditional role of spas is changing as consumers demand more holistic approaches to their wellbeing, and spas can – and should – transform their ways of thinking to meet these demands. Addressing mental wellness in a spa setting is a must; beyond the traditional modalities, programmes that combine physical, mental and spiritual components can lead to positive outcomes.

The biggest challenge for spas is to change their own mindsets from being a place for relaxation to a place where people can seek more tranquility with their own wellbeing. People will come to spas to focus on mental wellness in part because it eliminates the stigma of mental illness, and focuses more on mental wellness.

Spas that want to offer mental wellness services would need more specialised staff with extensive training, and will need to be connected directly to mental health medical providers in the event that guests need to be referred on to specialists. While mental illness requires specialised medical attention from diagnosis to treatment, spas can play a bigger role in supporting the medical community and supplementing clinical care – and an even a bigger role in reducing stress and enhancing mental wellbeing.

Mental wellness will be a necessity as we move into the future. Living well will require a major shift in the way our well-care ecosystem operates. The spa world will be part of the solution, but will need to transform its service delivery and its definition of wellness – including mental wellness.

"Spas can play a bigger role in supporting the medical community"

Professor Gerry Bodeker
Department of Epidemiology
Columbia University

As recently as a few decades ago, it was thought that adult development largely froze in late adolescence and that any growth in mental and emotional capacity during adulthood was marginal. Subsequently, a wealth of neuroscience and cognitive research has shown this to be a serious underestimation of the potential for adults to continue their development throughout their lives.



Professor Gerry Bodeker

New findings on the connection between gut microbiota and the brain have given rise to the term the 'gut-brain axis' and nutritional and probiotic solutions to mental health and wellness are currently being studied.

New evidence suggests that the shortening of our telomeres across the lifespan can be reduced and that we can actually increase their length. Telomeres are the caps on our DNA, which are shortened by stress, inflammation and ageing, leading to cellular degeneration and a shortened lifespan, resulting in conditions such as cancer and depression.

Strategies for lengthening telomeres include a healthy and anti-inflammatory diet, regular exercise, clean air, healthy sleep, and the mental paths of positive thinking, gratitude, mind-body techniques such as meditation, yoga or qigong, as well as a supportive and nourishing social environment.

Regular connection with nature has been shown to increase mental wellbeing and research on 'earthing' has found that having the feet in contact with the earth is associated with enhanced immune functioning, wound healing and the prevention and treatment of chronic inflammatory and autoimmune diseases.

Spas and wellness destinations can contribute to the mental wellbeing of their guests by sharing these research findings to give confidence that these approaches offer real benefits. They can also create programmes around evidence-based approaches to enhance mental wellbeing and fulfilment – from the very molecular to the very global. But it's also important that spas remember to 'start at home' and address the mental wellbeing of therapists and staff, since their mental state will subtly influence that of the guests.

"Spas can create programmes to enhance mental wellbeing"

Patrick Huey

Group Director of spa, Asia

MSpa International Limited

I think most spas are playing catch-up in the area of mental wellness – they understand the importance of having a response to this growing aspect of the industry, but defining and refining the scope of how they can respond – and getting the right programming and practitioners in place – will take some time. Within our spas, we work with doctors of ayurveda and have relationships with visiting practitioners, so we can address issues related to mental health outside our regular treatment offerings, but this is still emerging for us. It's an area that is a key focus for me.



Patrick Huey

I think the role spas can play in relation to mental wellness is a supportive one; we should be in addition to – not in lieu of – proper medical care. Most spas are not affiliated with doctors or hospitals, cannot prescribe medicine, and in many countries aren't allowed to diagnose medical conditions. We can provide the soft skills of care that help guests to release stress, and we can sensitise spa staff to the nature of mental health, but it's important to know how we fit into the larger picture.

Because of the seriousness of mental wellness and the broad range of challenges that can be associated with it, I think the spa industry as whole should move cautiously into this arena. Spas that are looking to address mental wellness in a larger context would face issues of coverage from an insurance perspective, liability and the costs associated with bringing in true mental health doctors and experts. Smart spas that have the resources and desire to trailblaze in this area will partner with entities like hospitals and care facilities to fold into their programmes.

The link between good sleep, proper diet and exercise and stress reduction are an essential part of addressing mental health in a holistic way. These non-medical areas are well within the wheelhouse of many spas, particularly as we talk about practices like yoga and meditation, stress reduction through massage, and the use of traditional Chinese medicine modalities like acupuncture.

I just went to a medical conference in Bali attended by some of the largest hospitals in Asia. Top of discussion was how to make the hospital experience less like a hospital and more like a spa experience, because the psychological component for a patient is just as important as the physical care they are receiving. The nurturing, less threatening spa environment can be key to healing.

"The spa industry as a whole should move cautiously into this arena"

Full agenda revealed for GWS

Set to feature more than 50 speakers and a number of workshops, the Global Wellness Summit (GWS), a leading conference in the wellness industry, has released its full agenda for the 2017 event.

One of the new workshops will be a roundtable discussion between industry leaders and top investors.

Entitled "What Are Investors Thinking, Saying & Doing?" and chaired by The Future Hunters' Jared Weiner, the roundtable participants

will discuss their own strategies and the potential opportunities that are found within the spa and wellness sector.

The floor will then be opened to delegates to ask questions of the panelists.

This will be the 11th annual summit of the invitation-only event.

This year's three-day event will be held at The Breakers, Palm Beach, Florida between October 9-11, with the summit's theme exploring the business of "Living a Well Life." Previous host locations include New York City, US; the island of Bali; and New Delhi, India.

When speaking about the aims of this year's summit, Susie Ellis, chair and chief executive



Susie Ellis, chair and CEO of The Global Wellness Summit

of the GWS, said: "We want summit delegates to leave the conference with insider knowledge about how they can leverage what they're doing in their businesses to better attract investment and growth."

Interest in the wellness industry is at an all time high, with the sector enjoying a period of impressive growth, resulting in the wellness economy being valued at US\$3.7tr.

Speakers for GWS 2017 include Dr. Richard Carmona, 17th surgeon general of the United States and Mohamed Gawdat, chief business officer, Google [X] and author of *Solve for Happy: Engineering Your Path to Joy*.

Details: http://lei.sr?a=T5c6J_S

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FROM THE EDITOR

Global Wellness Summit Attendees Will Be First to Experience “Purposeful Design” at a Conference

Posted by Guest Writer on September 7, 2017 at 9:54 pm | Total Views



EcoChi, the Wellness Design Specialists, Will Create Meeting Spaces that Spark Delegates' Senses and Enhance Their Well-Being

The rise of the “healthy meeting,” with more nutritious food, movement and mindfulness for attendees, is a major global trend. But the 500+ delegates to the Global Wellness Summit (GWS), taking place at The Breakers Palm Beach, Florida from Oct. 9-11, will experience a first: the transformation of all conference spaces by a unique process called “purposeful design” for human well-being.

Partnering with NYC-based EcoChi, a company that blends modern, evidence-based design principles (like biophilia, biomimicry and environmental psychology) with millennia-old strategies (i.e., Chinese feng shui, the design wisdom of the Mayans, or Vastu Vidya principles from ancient India), the Summit spaces will be transformed into places that ignite attendees' senses and enhance their brainpower and well-being. EcoChi's system, marrying green practices with lessons learned from science and ancient cultures, has been globally recognized as a groundbreaking wellness design standard, and has been implemented in residences, workplaces, restaurants and hospitality properties around the world since 2009.

And EcoChi's founder and president, Debra Duneier, the author of “EcoChi: Designing the Human Experience”, will present on “The Experience of Purposeful Interior Design” at the Summit, and also be interviewed by Jared Weiner (Chief Strategy Officer, The Future Hunters) on the topic.

“In a three-month design process, I've worked with EcoChi architect and interior designer, Denise Pezzulo, to create a unique experience for Summit delegates that uses natural elements, geometric and mathematical measures, and environmental psychology, to transform how people will feel at the conference: making them comfortable, energized, focused, and in time with the natural rhythms of life,” noted Duneier. “Because life is lived – and conferences are experienced – the way they are designed.”

“We're thrilled that Debra Duneier and her company, EcoChi, have generously donated their incredible design services to bring our Summit meeting spaces to life,” said Nancy Davis, GWS Chief Creative Officer and Executive Director. “We will learn just how this is achieved when Debra offers insights into her process at the conference. This is the first time we have incorporated ‘purposeful design’ into our event; it fits perfectly with our theme of *Living a Well Life*.”

The GWS is a conference for senior industry executives and leaders; for information about attending, [click here](#).

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next one will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.*

Wellness

Global Wellness Summit attendees will be first to experience "Purposeful Design" at a conference

Vicky Karantzavelou / 04 Sep 2017 ⌚ 11:10 👁 4292

EcoChi, the wellness design specialists, will create meeting spaces that spark delegates' senses and enhance their well-being.



2016 Global Wellness Summit in Tyrol, Austria.

MIAMI, FL – The rise of the "healthy meeting," with more nutritious food, movement and mindfulness for attendees, is a major global trend. But the 500+ delegates to the **Global Wellness Summit (GWS)**, taking place at **The Breakers Palm Beach**, Florida from Oct. 9-11, will experience a first: the transformation of all conference spaces by a unique process called "purposeful design" for human well-being.

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Tags: **GLOBAL WELLNESS SUMMIT**

Global Wellness Summit Gathers Business and Finance Luminaries to Share Insights on Investment Strategies in the \$3.7 Trillion Wellness Economy

MIAMI, FL. August 16, 2017 - The Global Wellness Summit today announced that wellness industry leaders and investors from around the globe will participate in a roundtable, discussing their own strategies and the opportunities they see in the booming \$3.7 trillion wellness economy. Delegates at the Summit will be given a rare opportunity to peek behind the curtain and ask these experts probing questions about the sectors and regions that they are most interested in - and why.

"In stark contrast to the global economy, the wellness economy continues to explode, registering double-digit growth from 2013 to 2015," said Susie Ellis, Chairman and CEO of the Global Wellness Summit. "We want Summit delegates to leave the conference with insider knowledge about how they can leverage what they're doing in their businesses to better attract investment and growth."

Not only will Summit delegates be able to participate in the roundtable session taking place on Day 1 of the Summit, but they will also be able to network with these luminaries throughout the 3-day event, which takes place at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.

The Future Hunters' Jared Weiner will lead the discussion entitled "What Are Investors Thinking, Saying & Doing?" with the following participants already confirmed:

- Ricardo S. Chance, Managing Director, Investment Banking, Leisure & Wellness, KPMG Corporate Finance LLC, U.S. .
- Andrew Cohan, Managing Director, Horwath HTL, U.S.
- Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico
- Susan Docherty, CEO, Canyon Ranch, U.S.

- Mark W. Ellin, SVP Americas, Hyatt Hotels and Resorts, U.S.
- Sue Harmsworth, MBE, Chairman & Founder, ESPA International, UK
- Omer K. Isvan, President, Servotel Corporation, Turkey
- Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand
- Dr. Franz Linser, CEO, Linser Hospitality, Austria
- Thierry Malleret, Co-Founder, The Monthly Barometer, France
- Laurie Racine, CEO & Founder, LifeSquare, U.S.
- Yoriko Soma, President & CEO, Conceptasia Inc, Japan
- Frits Dirk Van Paasschen, Author & Investor, Disruptors' Feast LLC, U.S.
- Amelia Yao, Founder, Wellness Department, Hanshi Investment and Management Ltd. Co, China

The Summit is a gathering for senior industry executives and leaders; for information about attending, click [here](#).

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers Palm Beach, Florida from Oct. 9-11, 2017.



TONY DE LEEDE APPOINTED TO GLOBAL WELLNESS SUMMIT ADVISORY BOARD



AUGUST 3, 2017

FITNESS / TOURISM / WELLNESS

Australian fitness icon Tony de Leede, owner and founder of Gwinganna and the Fit n Fast gym chain, has been appointed to the Advisory Board of the Global Wellness Summit.

De Leede, along with hospitality investment advisor Omer K. Isvan, President of Turkey-based Servotel Corporation and spa/wellness investor and entrepreneur Yoriko Soma, President and Chief Executive of Japan-based Conceptasia, will be joining a select group of leading wellness luminaries who direct the Global Wellness Summit.

A statement from the Global Wellness Summit described the Sydney-based de Leede, co-owner of Bali wellness resort Komune, as a "wellness luminary" who "promises to bring a fresh perspective on how the worlds of fitness and wellness are becoming more intertwined."

The statement added "in addition, Tony will also be representing the whole of Australia's wellness industries - providing insight into the country's unique developments."

The Global Wellness Summit is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the US\$3.7 trillion global wellness industry.

Now in its 11th year, it attracts over 500 delegates from more than 45 countries, who are leaders from every sector of the wellness industry, including spa, hospitality, tourism, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

Each year the Summit is held in a different location, and past editions have taken place in the USA, Switzerland, Turkey, Indonesia, India, Morocco, Mexico and Austria with the upcoming 11th annual Summit to take place from 9th to 11th October at The Breakers Palm Beach, Florida.

Welcoming the trio, Susie Ellis, Chairman and Chief Executive of the Global Wellness Summit, stated "I'm thrilled to welcome each of these new Advisory Board members - all of whom bring powerful expertise and a crucial regional perspective on the sectors that make up the global wellness industry

"With these appointments, the Summit expands its representation in Asia, Australia, Europe and the Middle East.

De Leede is an extraordinarily successful fitness pioneer, having built Australia's biggest fitness empire, Fitness First, and is now a renowned wellness resort entrepreneur who co-owns a range of wellness hospitality businesses, including the award-winning Gwinganna retreat in NSW and surf wellness brand, Komune.



Commenting on his involvement with the Global Wellness Summit, de Leede advised “having been involved in the fitness business for nearly 40 years and more directly in the wellness/spa business for the last 12, I hope to bring a fresh perspective on how the two industries are becoming more intertwined.

“Being part of a board whose sole focus is to introduce more people to the benefits of health, fitness and wellness is an honour.”

The three new members are part of a 13-person advisory board to the Summit that includes wellness experts from across the globe.

The 10 sectors that make up the US\$3.7 trillion global wellness industry, as outlined by the Global Wellness Institute's research report, the 2017 Global Wellness Economy Monitor:

- Beauty & Anti-Aging (US\$999 billion)
- Healthy Eating, Nutrition & Weight Loss (US\$648 billion)
- Wellness Tourism (US\$563 billion)
- Fitness & Mind-Body (US\$542 billion)
- Preventative & Personalized Medicine and Public Health (US\$534 billion)
- Complementary & Alternative Medicine (US\$199 billion)
- Wellness Lifestyle Real Estate (US\$119 billion)
- Spa Industry (US\$99 billion)
- Thermal/Mineral Springs (US\$51 billion)
- Workplace Wellness (US\$43 billion)

Image: of Tony de Leede courtesy of Roel van Koppenhagen



6 AMAZING BENEFITS SILENT RETREATS CAN BRING TO YOUR LIFE

Adventure - September 18, 2017

SOURCE  Eluxe Magazine

By Amma Octobea

Has it ever hit you? The amount of noise in our lives. Our phones are buzzing with news, conversations and updates on our best friend's latest holiday pics. In the city, we hear traffic passing by, helicopters and planes overhead and seemingly endless construction noise. At work, there's a constant stream of conversations, printers whirring, elevators dinging...there's just so much noise, noise, noise!

Eventually, we all get to a point where we need to take a break – and there's no better solution than a silent retreat. Heading for one of these restful, restoring holidays was recently cited as one of the top eight wellness trends of 2017 according to the [Global Wellness Summit](#) – and no wonder. They offer a rare opportunity to recharge your mind, body and spirit. And speaking of which, silent retreats are often taken by those following a spiritual path – they're commonly held at Catholic monasteries or Buddhist centres – but you needn't be a religious person to attend one. There are many that simply focus on yoga and walking meditations in peaceful and beautiful spaces.

Holidays used to be about leaving your busy self behind to forget the world and your problems. The new trend for silent retreats offers something even more substantial: the possibility to plunge into *yourself*, to escape the world by finding your *inner* world. In addition to that, silent retreats like those offered by [Shreyas Retreat](#) in India offer a combination of [yoga](#), [Ayurvedic therapy](#) and pampering that will put you in the perfect mindset for a few days of silence. Here are six amazing benefits of going on a Silent retreat.

1. Silencing the “Monkey Brain”

The ‘monkey brain’ is a part of your mind that is triggered when you try to not speak. Basically, you swing from thought to thought like a baboon on a set of monkey bars because sometimes, just by trying to be quiet your thoughts, they can actually spin out of control. It takes about 24 hours of silence for your mind to settle and for the thoughts to grow quieter, but once they do, you will know a peace of mind like never before.

benefits of silent retreats

2. Listening to Your Inner Self

With less monkey brain chatter come clearer thoughts and an increased focus on one's inner being. This is when the journey of self-enquiry truly begins. When you can't communicate with others verbally, you start to ‘speak’ to your inner self, and most importantly to listen to your inner monologue to understand who you are and how you feel about who you are.

3. A Cure For Boredom

In a world of endless distractions, most of us have no clue how to simply *do nothing*. For example, when we have no gadget to play with, we often cry ‘boredom’. However, being able to be still and calm whilst doing nothing is a crucial life skill. On a Silent Retreat, you may feel like you are bored at first, but slowly, you'll become more aware of your emotional state. Believe me, that's enough to occupy your mind! You'll realise that being silent pulls out emotions you may have put away, and guess what? You may finally deal with them or even befriend them as a process of self-healing. Your imagination will also come more alive in silence: you'll develop a curiosity for what's happening in your mind, body, and surroundings.

4. More Mindful Eating

Your mom was right when she said you shouldn't speak with your mouth full – being silent at meals improves digestion. [Healthy cuisine](#) is a big part of the focus of most Silent Retreats. When you concentrate on your food and chewing it well, you eat more slowly and mindfully. And when you eat more slowly, you tend to eat less, because your stomach has the time to process the food and tell your brain when you're full.

5. Resting Your Vocal Chords & Ears

Research at the University of California found that women speak an average of 20,000 words a day (compared to only 7,000 for men). Clearly, we talk a lot! And that's a lot of stress on our throats and vocal chords. And don't forget what I mentioned at the beginning of this article – we are bombarded by noise so much every day, we don't seem to realise it until it's finally gone, but noise is actually a form of pollution that can [take a terrible toll](#) on our physical and mental health. A silent retreat is the perfect occasion to rest these parts of our bodies. You'll sleep better, think clearer, and your voice will also sound sharper and brighter after days of silence.

6. Gaining Clarity In Your Life

There is no doubt that mindful eating, calmer thoughts, listening to our inner self, learning how to live with boredom and resting will only lead to a new, better you. You'll gain a bit of insight as to what's really important in life, and better understand when your body is truly hungry (rather than just craving tasty food), and you'll feel more comfortable in your own company. Your clearer mind and brand-new sense of grounding will make you more able to take on anything life throws your way.

Imagine doing all this in a peaceful and beautiful environment surrounded by lush, tropical gardens, or waking each day to the scent of fresh flowers in your room? Shreyas Retreat offers such blissful experiences. [Click here](#) for more information.



Wellness meet to consider 'disruption' impacts

BTN News

Wednesday, 20 September 2017

'Disruption' speakers include Frits Dirk Van Paasschen (former ceo Starwood; author of The Disruptors' Feast), Paul Price (CoCreativ), David McCaughan (Ai.agency), Maggie Hsu (Zappos), Alia Crum (Stanford University), Laurie Racine (Lifesquare) and Ramesh Caussy (Partnering Robotics), who will analyse the technology and business trends that will re-shape the future. The conference is being held at The Breakers Palm Beach 09-11 October 2017.

"We are living in a time of radically accelerated change, profoundly transforming businesses around us and affecting how we live day-to-day," said Van Paasschen. "We have all seen businesses that were either change-blind - or simply too slow to react. I'm excited as one of the presenters to explore how the same patterns of disruption are affecting wellness in our lives and to see how the wellness industry can navigate through a world of ever-more disruption."

BEAUTY & WELLNESS 04 Nov 2017

Trends That Ruled The Beauty Industry In 2017

Trends Keep Changing But Every Year Some Leave A Lasting Impression That Is Meant To Stay.

BY Tanvi Jetly
Feature Writer



The beauty industry is an interesting place to be in. The consumers have witnessed enormous changes going on in the industry and it has been too exciting to be a part of all of it. As the year 2017 is approaching its end, it's time to look at the trends in the beauty industry that transformed the whole idea of beauty and its perceptions, until something new and exciting happens again.

Nature-Based Products

It seems like consumers are done with chemical-based beauty products. The beauty industry is changing for good and consumers are experiencing the revolution that is happening in the beauty industry. Nature-based products are making it big in the market as consumers are realising the effect chemical-based makeup products have on the skin. Everyone wants to be a part of this natural journey as they do not harm the skin. The markets are getting a variety of products in the organic, natural, green, ayurvedic and also the vegan sector.

Ingestible Beauty

So, the trend of mixing kitchen ingredients with beauty products is not where everything stops. The idea of ingestible beauty is something that needs to be pondered over as just using products is not sufficient. Consumers have chosen to eat and use the best in order to attain a beauty that is incomparable.

Laser Technology

Nonetheless, to say, the laser technology has stirred quite a storm in the beauty industry. Consumers have liked the idea of having access to this trend of gaining easy beauty when nothing else works. Laser technology has seen a lot of great innovations taking place which has improved the whole experience of going beautiful in minutes.

Super Effective Ingredients

We all love products which can do good to us super quick. Beauty products with hyaluronic acid and retinoid have been in demand. The reason is they are being hailed as the super effective ingredients that do wonders to your skin in a short time but with regular usage. Products infused with these magical components help in fighting acne, wrinkles and many other skin problems.

Beauty Gadgets

Technology has blessed the beauty industry with numerous gadgets that serve the perfect purpose of beauty. Every consumer wants to own a device that can easily solve off their beauty need. Beauty gadgets have taken over the beauty industry for quite some time. With consumers going for devices that tackle hair growth, skin pigmentation and various other beauty concerns. Moreover, various beauty apps have made their way to the mobile phones of the consumers and are proving as a great help.

Expert Speak

"In India, Everyone is talking about whitening. Every spa and salon is offering whitening treatments. The recent survey of the international markets is talking about anti-ageing. The Global Wellness Summit has declared the upcoming turnover of anti- ageing industry as USD 699 Billion which is a quite big number and this trend is also building slowly and steadily in India as well," says Dr Rekha Chaudhari, Managing Director, JCKRC Spa Destination.

"I think the Indian beauty industry is quite ready for organic makeup now because India is a country which is very conscious about eating right and putting right things on their skin. The consumers here are very aware of the advantages and disadvantages of using certain kinds of products which is why I think that the Indian beauty industry is very ready for organic makeup. We all are paying for products that should be beneficial for our skin and not harm it in any way and organic makeup is completely safe and full of benefits. There are many products that are trending in the organic industry. From soaps, shampoos to makeup, every category in the organic industry are attracting prospective buyers. The current trending products in the organic sector are the facemasks which are being used by many people nowadays and as a result, many brands have started manufacturing the same. From our brand's side, we are into organic makeup, perfumes, skincare etc," says Sargam Dhawan, CEO and Director, Paul Penders Botanicals India.

Conclusion

As the year is approaching an end, we all know the changes the beauty industry has gone through. Every year brings a fresh wave of changes that impact the industry in a big way. Trends keep flooding the beauty market and it is very much visible how consumers love to be a part of these trends. The industry keeps growing and getting better. With the amount of interest by the consumers that get invested in the industry, it is meant to keep moving ahead and expanding itself in the years to come.

18 Aug 2017

Global Wellness Summit 2017 to include industry leaders roundtable workshop

BY BEN COXON



Susie Ellis Chairman and CEO of The Global Wellness Summit
photo: Club Wellness Institute

Set to feature more than 50 speakers and a number of workshops, the Global Wellness Summit (GWS), a leading conference in the wellness industry, has released its full agenda for the 2017 event.

One of the new workshops will be a roundtable discussion between industry leaders and top investors.

Entitled "What Are Investors Thinking, Saying & Doing?" and chaired by The Future Hunters' Jared Weiner, the roundtable participants will discuss their own strategies and the potential opportunities that are found within the wellness sector.

The floor will then be opened to delegates to ask questions of the panelists.

This will be the 11th annual summit of this invitation-only event, with previous hosts cities including: New York, Bali, New Deli and Kitzbuhel.

This years' three-day event will be held at The Breakers, Palm Beach, Florida between October 9-11, with the summit's theme being the business of "Living a Well Life."

When speaking about the aims of this years summit, Susie Ellis, chair and CEO of the GWS said: "We want summit delegates to leave the conference with insider knowledge about how they can leverage what they're doing in their businesses to better attract investment and growth."

Interest in the wellness industry is at an all time high, with the sector enjoying a period of impressive growth, resulting in the wellness economy being valued at US\$3.7tr.

Speakers for the Global Wellness Summit 2017 include:

- Dr. Richard Carmona, 17th Surgeon General of the United States
 - Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy, Saïd Business School, University of Oxford and is associate editor of the World Happiness Report
 - Elissa Epel, PhD, Professor, Department of Psychiatry, University of California, San Francisco
 - Carolee Friedlander, CEO & Founder, AccessCircles, LLC
 - Mohamed Gawdat, Chief Business Officer, Google [X] and author of "Solve for Happy: Engineering Your Path to Joy"
 - Mehmet C. Oz, MD, Professor of Surgery, Columbia University and host of the Dr. Oz Show
 - Frits Dirk van Paasschen, Author & Investor, Disruptors' Feast LLC and former CEO of Starwood
 - Dr. Michael Roizen, Chief Wellness Officer, Cleveland Clinic
-

- Dr. Kenneth R. Pelletier, PhD, Clinical Professor of Medicine, University of California School of Medicine
- Paul Price, Digital Marketing Leader
- Andrew Weil, MD, Program Director, Arizona Center for Integrative Medicine
- Edie Weiner, President & CEO, The Future Hunters

Confirmed panelists on the roundtable:

Chair - Jared Weiner, Executive VP & Chief Strategy Officer, Future Hunters

- Ricardo S. Chance, Managing Director, Investment Banking, Leisure & Wellness, KPMG Corporate Finance LLC, U.S.
- Andrew Cohan, Managing Director, Horwath HTL, U.S.
- Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico
- Susan Docherty, CEO, Canyon Ranch, U.S.
- Mark W. Ellin, SVP Americas, Hyatt Hotels and Resorts, U.S.
- Sue Harmsworth, MBE, Chairman & Founder, ESPA International, UK
- Omer K. Isvan, President, Servotel Corporation, Turkey
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- Laurie Racine, CEO & Founder, LifeSquare, U.S.
- Yoriko Soma, President & CEO, Conceptasia Inc, Japan
- Frits Dirk Van Paasschen, Author & Investor, Disruptors' Feast LLC, U.S.
- Amelia Yao, Founder, Wellness Department, Hanshi Investment and Management Ltd. Co, China

Living a well life

Global Wellness Summit chairman Susie Ellis reveals what to expect from GWS 2017 which will bring together an international delegation to The Breakers in Florida

Now celebrating a decade of successful annual events at various locations around the world, the much anticipated 11th Global Wellness Summit will take place on October 9-11 at The Breakers, Palm Beach, Florida, US.

Bringing together a notable international delegation to discuss the hot topics and trends that will shape spa and wellness development worldwide, this year's theme 'Living a Well Life' will focus on how the future of wellness will positively impact people's personal lives.

We ask GWS dedicated chair, Susie Ellis, to give us the inside track on what delegates can expect to learn this October.

Tell us about your focus for GWS 2017
'Living a Well Life' places the individual at the centre of the wellness conversation, so attendees will not only hear from experts about the latest breakthroughs, they will participate in them – such as the opportunity to have DNA/personal biomarker testing. This will be the most experiential Summit yet.

What key topics are on the agenda this year?
Every Summit agenda speaks to all aspects of wellness but this year, because we're in the US, where technology and entrepreneurship are especially vibrant, several topics take precedence: Health and Wellness Technology, including DNA/personal biomarker testing; Wellness Communities and Lifestyle Real Estate and Wellness Architecture; Workplace Wellbeing; Mental Wellness and Happiness and New Connections between Beauty and Wellness.

Who are you most keen to hear?

This year's luminaries include US Surgeon General, Dr Richard Carmona; Dr Mehmet Oz of 'The Dr Oz Show'; Dr Andrew Weil from the Arizona Center for Integrated Medicine; Mo Gawdat of Google X; Elissa Epel, PhD from the University of California and Madelyn Fernstrom, PhD from NBC Universal.



I'm also excited about lesser-known presenters whose topics will create a buzz, including renowned biohacker Wim Hof and Dr Alia Crum, head of the Mind/Body Lab at Stanford University, who will explore the 'placebo effect'.

How is the event evolving to continue engaging with delegates?

We're adopting a new format for the Summit this year. One of the most successful aspects of the event is connecting people with each other, introducing new ideas and facilitating collaboration – and our new format assures this will happen even more. This year our delegates will find we have put a great deal of emphasis on delivering a high-energy, healthful and joyful conference experience.

I'm also very excited about our host location, The Breakers, Palm Beach. It's a magnificent resort and a model of excellence in workplace wellbeing.

What one thing would you like delegates to take away from this year's Summit?

With the theme of 'Living a Well Life' I hope that each delegate will come away with

a revelation about – or even a transformative experience in terms of – their own wellbeing.

In addition, it would be a great contribution to our industry if every delegate committed to creating a wellbeing environment in their own workplace. It's time to 'walk the walk' and not just 'talk the talk'. We need to take what we learn and return home energised to make our employees and families healthier and happier.

What's next for GWS?

With wellness now firmly established as a movement rather than a trend, interwoven throughout the fabric of so many other sectors and industries, it's becoming increasingly important to acknowledge the importance of wellness for not just a few – but for all.

The powerful social impact that the wellness industry can have is on the agenda this year, but there's much more room to expand.

The Summit will continue to encourage an emphasis on evidence-based wellness, spreading the message of prevention to lower healthcare costs, and driving a spirit of collaboration to build a healthier, happier planet. ●●●●●

For more information about GWS 2017 visit: www.globalwellnesssummit.com





06

NOV

The new edition of the WTM in London will have more than 130 new exhibitors this year

Today, Monday, a new edition of the World Travel Market (WTM) in London, will be held on November 6 and 8, and will bring together more than 130 new exhibitors from all segments of tourism with the 'Brexit' of background, from different countries of the world.

At WTM 2017, one of the main international events in the industry together with Fitur or the ITB in Berlin, expects to exceed 50,000 professional visitors from past editions.

Among the novelties for this year are 33 representatives from Asia, including for the first time the Hong Kong airport, which has made more than 70.5 million trips in 2016, from more than 100 airlines that connect 220 destinations around the world every day.

It will also present its offers and novelties for the first time at the London fair in the city of Almaty, in Kazakhstan, as well as various operators and sustainable tourism companies that will have the opportunity to publicize their businesses.

Sri Lanka will also have a new exhibitor: The Kingsbury Colombo, which is an award-winning luxury hotel in the heart of the country's capital, overlooking the Indian Ocean. In the Asia area, there are also new exhibitors from Iran, China, Japan, Russia, Vietnam, Nepal, Azerbaijan and Kurdistan.



38 NEW TECHNOLOGICAL EXHIBITORS.

The booming technology sector will also bring new exhibitors: 38 new firms will debut at the WTM London's Travel Tech Show, the largest travel technology event in the UK.

The tourism fair will also welcome new faces in the car rental sector, insurance markets and tour operators.

"The event is an excellent platform to develop business and establish contact with people from all over the world." The wide variety on offer ensures that visitors can catch up to renew their business and establish new contracts, "said the director of WTM London. , Simon Press.

GREAT SPANISH PRESENCE.

Among the representation of the Spanish offer stands out Andalusia with a promotional strategy aimed at the final consumer with the aim of seeking new market segments, consolidate the figures recorded in the British market and strengthen the loyalty of tourists from the country.

Until November 10, Andalusia will carry out a promotional campaign consisting of a vinylated bus that will travel through the streets of the city. It will also screen a spot on giant screens in the most emblematic places of the city, such as Candel Town, Chiswick, Cromwell Road, Hammersmith or Billingsgate Market.

The Canary Islands also go to London with the uncertainty generated by the 'Brexit' and the air gap that has left the bankruptcy of the airline Monarch Airlines, fourth in importance for the Canary archipelago as it moved to the Islands each year to some 520,000 tourists.

The Canary Islands pavilion will grow this year in 73 square meters and will house, for the first time, its own space on the island of La Gomera, as well as incorporating a gastronomic space where you can taste products and culinary creations of the region.

Ibiza will also have a special role as it will be the case study at the 'Global Wellness Summit', a meeting on health tourism to be held at the WTM Inspire Theater. The island will have its own space of 71.25 square meters in which, in addition to the different municipalities of the island, will be present representatives of companies, most hotel chains.



WHAT CAN WE EXPECT AT THIS YEAR'S SUMMIT?

We are very excited about our theme “Living a Well Life”, because in addition to highlighting the most cutting-edge trends for our industry, we will do so by focusing on the individual. And in order to do that, we’re committed that each delegate has a lot of different experiences that will be extremely meaningful personally and for our collective businesses.

This theme gives us the opportunity to craft an agenda that speaks to every aspect of wellness (beauty, travel, spa, fitness, nutrition, medicine, the environment, etc.) and its impact on each of us “personally”. Wellness is becoming less an external “amenity”, and more something that affects every aspect of an individual’s life: from the air we breathe, to where and how we work and live, to how we feel mentally and emotionally, to what we eat, to how we connect with each...and what all of it means to our lives. With this theme, we are empowered to look “inward” and to focus on how new wellness concepts will increasingly transform every single aspect of human life.

Because the theme places the individual at the center of the wellness conversation, attendees will not only hear from experts about the latest breakthroughs, they will be able to tangibly participate in them – from personal biomarker testing to how virtual reality is being applied to wellness.

Key topics at the 2017 Summit will include:

Wellness and Technology: This year we return to the United States, and from the beginning we knew we wanted to tap into the country's expertise and innovation in technology. Thus, there will be quite a few interesting glimpses into how wellness and technology will intersect in the future. So many things to discuss, from virtual reality to artificial intelligence to DNA or biomarker testing to sleep analysis technology.

One topic that will be front-and-center is the new personal biomarker and DNA testing that is springing up all over the globe. In fact, in order to have a more meaningful conversation and debate about this topic, we are encouraging each of our delegates to experience a DNA or other biomarker test before they come to the Summit – to make discussions more robust and personal.

The opportunities for wellness and integrative medicine to contribute to solving the problem of increasing healthcare costs that are happening all over the world – most that are preventable through lifestyle changes. We're going to bring a uniquely new discussion to this topic by exploring marketing opportunities to galvanize interest and participation in prevention. To help us with that, we will have keynotes from some of the most successful medical professionals who have used the media in powerful ways to help people make changes. It really is a historic line-up of integrative medical leaders, including Dr. Mehmet Oz, Dr. Andrew Weil, Dr. Michael Roizen (Cleveland Clinic), Dr. Dean Ornish (Professor of Medicine, UCSF), Dr. Richard Carmona (former U.S. Surgeon General and now with Canyon Ranch Institute), Dr. Paul Limburg (Professor of Medicine, Mayo Clinic) and Dr. Kenneth Pelletier (Professor of Medicine, University of Arizona and UCSF).

Workplace Wellbeing: Workplace well-being will be another major thread, not only because [The Breakers Palm Beach](#) has an award-winning and eye-opening workplace well-being program, but also because the program they have embraced more than 12 years ago was launched at Lake Nona, Florida. (The Breakers workplace program is second to none and we will experience the results of a company that has invested in a culture of wellbeing for their 2,000-person team for over a decade.) It was called the Core Performance Health Center and was purchased by Johnson and Johnson, and we will have one of the founders with us as a key speaker. Topics to be explored: the extraordinary impact that a fast-changing work environment will have on human wellness, to the latest research on how people prefer to work, to the “ergonomics of wellbeing”.

Mental Wellbeing: The world is experiencing a mental wellness crisis, with so much more stress, anxiety and depression – certainly with 24/7 digital connectedness, the erosion of a work-life divide, and so much geopolitical uncertainty, as key culprits. So, mental wellness has emerged as a topic of extreme interest from consumers. We will be tackling that issue from a variety of vantage points where our industry has a lot of opportunity to contribute: mindfulness, meditation, music, dance, art and beauty.

Professor Gerry Bodeker, PhD (professor at Oxford and Columbia Universities and the Chair of the Global Wellness Institute's Mental Wellness Initiative will share the latest research and we will hear from prominent medical professionals, including two psychiatrists, about how our wellness world and the modalities that we promote, such as healthy eating, exercise, stress reduction and looking our best, can help prevent mental health issues.

How Beauty Intersects with Wellness and What Neuroscience Teaches Us About Beauty: We have a focus this year on the new science of neuroaesthetics – exploring the relationship between beauty and the brain. There are some very interesting findings in this arena and an entire new universe to explore!

This will shine the spotlight on the beauty arena in a totally new way. Last year's Global Wellness Institute research showed that beauty is the goliath US\$1-trillion market within the US\$3.7 trillion global wellness industry – a number that speaks volumes about people's eternal quest to look attractive and youthful. And yet knowledge about beauty's scientific and "brain" basis, and its emotional effects on individuals, is a just-emerging area of research. To tackle this fascinating new field of study, we will have three of the leading experts on the neuroscience of beauty keynoting. Dr. Anjan Chatterjee, MD, Elliott Professor of Neurology, The University of Pennsylvania and author of *The Aesthetic Brain: How We Evolved to Desire Beauty and Enjoy Art*, will enlighten us about beauty from a neuroscience point of view and explore with us the opportunities (and his new research on) at the intersection of beauty and wellness. We also have Nancy Etcoff, PhD, Assistant Clinical Professor at Harvard Medical School and author of *Survival of the Prettiest: The Science of Beauty*. And Dr. Lisa Ishii, MD, Chief Quality Officer for Clinical Best Practices at Johns Hopkins Health System and a renowned plastic surgeon, whose research focus is on facial perception, and who will present the latest findings on how beauty impacts the brain, and how making the most of one's looks can be life enhancing. These discussions should shake up fundamental perceptions about (and within) the beauty industry.

The Science of Happiness: We will have a historic line-up of experts on the 'Science of Happiness' keynoting at the summit. Leading thinkers – including Jan-Emmanuel De Neve, associate editor of the World Happiness Report; Mo Gawdat, Google [X] Chief Business Officer and author of *Solve for Happy*; Silvia Garcia, former director of Coca Cola's Happiness Institute will analyze the latest discoveries from happiness science and what it means for businesses and individuals alike.

Economists have long equated GDP growth and economic prosperity with social progress, which became the end-goal of public policy. But in recent years, a new "science of happiness" has been galvanized by global research studies like the UN's World Happiness Report and The Gallup-Sharecare Well-Being Index. This research takes a multidimensional approach to measuring total wellbeing for nations (yes, financial prosperity, but also crucial components like social/community connection, physical health, freedom, and shared purpose), and is fast proving a more accurate measure of national progress and true life satisfaction.

With a fast-growing interest in insights from happiness science, more governments are taking action. For example, Bhutan was the first nation to create a "Gross National Happiness Index" to drive policies around individual well-being, not GDP – and more recently, Dubai has made happiness a wide-ranging policy priority, appointing the first Minister of Happiness in 2016. Workplaces, grasping the high levels of employee unhappiness and their toll on productivity, are now executing on lessons learned from happiness science. The mental health industry, long focused on human failings/pathology, is embracing neuroscience to understand the mechanisms of happiness, hope, empathy, resilience and joy, along with approaches like positive psychology. We even see tourism destinations/programming starting to be designed around the pillars of happiness.

So, we are going to immerse delegates in the findings and applications of this new field of research – so important to all in the wellness and spa industry.

Wellness trends coming around the bend, generally: For instance, we will look at the hottest trends from the millennial point of view, including keynotes by [Well + Good](#)'s Melisse Gelula and Alexis Brue, which I think will cause quite a buzz.

Wellness Communities and Lifestyle Real Estate: Our 2017 Global Wellness Institute research is focused on this fast-growing new wellness market. It will be the first study ever done on this emerging sector and no doubt help propel forward the idea of people living in a community where health and wellness are a priority. The research study findings will be presented at the summit. And we are seeing a great deal of interest from developers and investors who see this as a crucial future trend. From the development of buildings and communities with wellness at their core, to their impact on residents, communities, and investment worldwide, it will be a hot topic.

WHERE DO YOU THINK WELLNESS IS HEADING?

It is heading to “wellness everywhere” – no longer just an amenity or experience at a spa, wellness is transforming every aspect of human life: what we eat, wear, where we live, how we work, how we travel, etc. Meaning it’s extraordinarily mainstream and of interest to everyone. That is very exciting.

It is no longer just something for the elite, rather we are all recognizing that true wellness necessitates that all people are healthy and have a sense of wellbeing. Almost every industry and so many businesses are thinking about wellness now; we see conversations regarding wellness architecture, wellness travel, workplace wellness, wellness for cancer, wellness in schools, wellness communities, wellness hotel rooms (these are some of the initiatives of the non-profit Global Wellness Institute). We even see it percolating in traditional retail and department stores: evidenced by the [Wellery](#) that just opened at [Saks Fifth Avenue](#) in New York a few weeks ago.

The future is wellness baked into every aspect of everyday life – not just an occasional purchase or amenity.

THE SUMMITS ARE ABOUT A SHARED PURPOSE. WHAT HAVE YOU TAKEN AWAY FROM PREVIOUS SUMMITS? WHAT HAS CHANGED YOUR OUTLOOK ON LIFE?

This will be our 11th summit. And clearly there have been many nuggets of wisdom that I have gleaned from each of the past 10. These are some of the highlights that stand out for me personally.

The launch of [wellnessevidence.com](#) in Bali when the audience gave the medical doctors and me a standing ovation. Some people were actually in tears showing their appreciation for having created a way for industry professionals to access the medical data that provided the evidence of the efficacy of such modalities as massage, yoga, acupuncture, etc.

We’ve also had a few spiritual leaders who spoke at our events, and I recognized the value they add to each of our lives. Their many years of profound study and selfless dedication give them insights that are not so readily available to those of us (most of us) who have lives that are not dedicated almost solely to spiritual pursuits.

At the summit in Delhi, India, economist Thierry Malleret said something that shocked me, but I have come to see his prediction playing out. He said, “There will be a time when some countries will make wellness mandatory.” It’s happening.

One thing that impacted me personally in a major way was the research that the non-profit [Global Wellness Institute](#) did on The Future of Wellness at Work. I really “got it” that our work must contribute to our wellbeing, not hurt it. This is important for anyone who supervises others, runs or owns a company, and ultimately is an investment in each employee becoming more creative, innovative and ultimately much more productive.

HOW CAN ATTENDEES TAKE PART IN OR CONTRIBUTE TO YOUR GROWING WELLNESS COMMUNITY?

We are aware that not everyone can attend our invitation-only summits. But we want very much for people everywhere to be able to benefit from the information and inspiration that takes place at our annual event. Some ways for people to gain some of the benefits of the summit are to view the [videos](#) or read the transcripts that we make available to the world after the summit.

Signing up for the bi-weekly [Global Wellness Brief](#), which is part of the non-profit Global Wellness Institute, is a good way to stay up to date on the latest studies, news and insights across the wellness world.

Becoming familiar with the [research](#) from the Global Wellness Institute can be extremely enlightening . It is also possible for people to get involved with one of the [20 Initiatives](#) supported by the Global Wellness institute, that are more targeted in terms of what part of wellness they are focused on.

WHAT DO YOU THINK NEEDS TO CHANGE IN THE WELLNESS FIELD?

There needs to be more emphasis on the prevention of illness. With the vast majority of disease being a result of behaviors and lifestyles and entirely preventable, we have a great opportunity to affect the most meaningful change. Recognizing that making lifestyle changes is not easy – and especially difficult once someone is older, it is increasingly important that good lifestyle habits are learned and adopted at a young age. We need more emphasis on lifestyle change and also recognizing that, in the end, it is an individual's responsibility to make the changes necessary to live a life of thriving. And to support them in that.

We need more wellness offerings beyond the 1%. In a world where rising inequality and a sense of “unfairness” is leading to a global, populist backlash – a wellness industry that’s become narrowly associated with wealthy elites (...the US\$300 yoga pants and treatments) must, and will, change. You can feel the criticism of a wellness industry overly-preoccupied with serving rich elites start to ratchet up. So, we need more in the wellness industry to give back and “do something” to bring more wellness services to more people.

We’re seeing a proliferation of lower-cost wellness products and services, and that’s such good news: from a new spate of affordable healthy grocery stores to low-cost spa chains. But at the same time, a new focus on the wellbeing of the employees/practitioners that actually deliver all this “wellness.” So, lower prices, but a conversation about “fair price” and the state of wellness labor.



SPA+CLINIC



A New Design For Wellbeing

13/09/2017

Have you ever walked into a space – whether a home or a business – where every fibre of your being tells you “something’s not right”, even though you have no idea why? And it makes you feel baaaaad.

Similarly, have you ever lived or worked in a space where you feel you can’t be “you” to the best of your ability- again, no idea why?

Either that, or you’ve been a guest or client in a home or business and feel so ill at ease for no obvious reason that you’ve not wanted to go back?

Spaces have energy. We’ve talked about this before many times at SPA+CLINIC but now the concept is taking on “official” status at the annual Global Wellness Summit, being held in Palm Beach, Florida, October 9-11.

The rise of the “healthy meeting,” with more nutritious food, movement and mindfulness for attendees, is a major global trend.

But the 500+ delegates to GWS will experience a first: the transformation of all conference spaces by a unique process called “purposeful design” for human wellbeing.

Partnering with New York-based EcoChi, a company that blends modern, evidence-based design principles (like biophilia, biomimicry and environmental psychology) with millennia-old strategies (ie, Chinese feng shui, the design wisdom of the Mayans, or Vastu Vidya principles from ancient India), the GWS spaces will be transformed into places that ignite attendees’ senses and enhance their brainpower and wellbeing.

EcoChi’s system, marrying green practices with lessons learned from science and ancient cultures, has been globally recognised as a groundbreaking wellness design standard, and has been implemented in residences, workplaces, restaurants and hospitality properties around the world since 2009.

EcoChi’s founder and president Debra Duneier, author of *EcoChi: Designing the Human Experience*, will present on *The Experience of Purposeful Interior Design*.

“In a three-month design process, I’ve worked with EcoChi architect and interior designer Denise Pezzulo to create a unique experience for Summit delegates that uses natural elements, geometric and mathematical measures, and environmental psychology, to transform how people will feel at the conference: making them comfortable, energised, focused, and in time with the natural rhythms of life,” says Debra. “Because life is lived – and conferences are experienced – the way they are designed.

“Spaces that we spend time in impact us as we go about our lives. Our actions, energy and thoughts, as well as our physical wellbeing, are all profoundly influenced by our surroundings.

“The design, colour scheme, textures, furnishings, accessories and lighting in our interiors stimulate our senses and shape how we feel about ourselves and others.

“Light can cheer us up, create a relaxed mood, stress us out, intensify our experience, give us an eerie feeling, focus our attention, create a romantic environment and more.

“Light also influences our circadian rhythms. Most life forms on our planet have circadian rhythms. It is a repetitious pattern based on the natural cycles of day turning to night, night to day.

“In most cases, our ability to sleep or stay awake is determined by our exposure to light. We are the only species that deliberately ignores innate biological rhythms for the sake of lifestyle.

“Whether it is a night shift at a job, travel, socialising until dawn or even typing away on our devices into the night, we are obliterating our natural biological clocks.

“During the day, not only are we processing information on what we see, but our eyes are also gathering information about how much blue is in the light.

“A Harvard Medical School study revealed that blue light made people feel sharp and attentive, improved memory and reduced sleepiness.

“Basically, blue light kept people awake and intensified their emotions.

“A 2013 Journal of Neuroscience report showed that red in lighting had no effect on circadian rhythms at all which makes it a great choice for environments frequented during nighttime hours.”

Food for thought for a future way of life in your home or business ...

By Jenni Gilbert

THE Leisure Show

SPORTS • RESORTS



8 GLOBAL WELLNESS TRENDS 2017

Beth McGroarty, Research Director at the Global Wellness Institute, summarises for us the top 8 trends in wellness, spas and travel for 2017 identified by 100s of experts at the 2016 Global Wellness Summit:

1. SAUNA REINVENTED

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking...literally.

2. WELLNESS ARCHITECTURE

Architecture has long been preoccupied with surface aesthetics: "starchitects" designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: "living buildings" that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a "sick" building; dawn-simulating lighting easing you into your day. Everything "built" is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

3. SILENCE

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to "turning off" the noise: true silence. For example, the first completely "Silent Spa" (with stunning church-inspired architecture) just opened at Austria's Therme Laa Hotel. And new "wellness monasteries" are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy's soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. And "silent" restaurants, salons, gyms, stores and airports are all being unveiled...

4. ART & CREATIVITY TAKE CENTER STAGE

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and "to do") at the center of more wellness experiences. Look for more performance, like at Germany's famed spa resort, Schloss Elmau, where musicians and writers "play-to-stay" (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK's new Gainsborough Bath Spa Hotel. We'll see more sophisticated, "beyond the adult coloring book" programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to "yoga concerts." The creative arts have a future starring role in wellness.

5. WELLNESS REMAKES BEAUTY

Beauty, the goliath industry (\$1 trillion) of the \$3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and "inner beauty." From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new "neuroaesthetics" (the brain is wired to respond to beauty) – the "beauty comes from within" concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old "cosmetic repair." We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

6. THE FUTURE IS MENTAL WELLNESS

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more "healthy mind" approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London's ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from "dream" to "floating" meditation). We'll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because "mind" will finally get equal billing with "body."

7. EMBRACING THE C-WORD

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach's pioneering "Wellness for Cancer" program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA's "Nurture and Support" program to Natura Bissé's "oncological aesthetics" to Two Bunch Palms' "Mindful Touch Massage", wellness practitioners are finally opening their hearts and healing practices to cancer patients.

8. BEYOND THE GHETTOS OF WELLNESS

In a world where rising income and "wellbeing" inequalities are fueling a populist backlash, a wellness industry that's become narrowly associated with rich elites (those \$300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the "other 99%", like "Yoga Gives Back" helping poor women in India – or Newfoundland's Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A "Wellness Tourism 2.0" will rise: a development model thinking beyond the (often elite, "gated") property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost "wellness" is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about "rock-bottom" vs. "fair" pricing, given the human labor that delivers so many of these healthy experiences.

DAILY TROJAN

Alumnus places third at Global Wellness Summit

By BRIANA LATTE

October 26, 2017 in News



(From left to right) USC alumnus Mikey Ahdoot, École hôtelière de Lausanne student Maria Gil and Florida State University student Jarrod Luca pictured at the 2017 Global Wellness Summit. Photo from Global Wellness Summit website.

During his college days, alumnus Mikey Ahdoot had bad habits when he was a USC student; he often went to bed at 4 a.m. and woke up at noon. It was a cyclical routine he couldn't get out of. But one day, Ahdoot decided to do something about it.

"I knew it was something I wanted to improve on," Ahdoot said.

He began researching ways to improve his habits, but soon found it was hard to find much of the information he was looking for. However, Ahdoot eventually created a solution to his problem: an app, Every Damn Day, that placed third at the 2017 Global Wellness Summit's Shark Tank of Wellness competition earlier this month.

Ahdoot heard about the Shark Tank of Wellness through Blackstone LaunchPad USC, an entrepreneurship program that helps provide students with the resources to build successful startups. The Shark Tank of Wellness is a unique global challenge giving university students the opportunity to submit innovative, impactful ideas for the wellness industry.

Of the 60 entries submitted, Ahdoot's app was one of three selected to attend the Global Wellness Summit, an invitation-only international event that brings together leaders and visionaries to positively shape the future of the global wellness economy. The summit was held in Palm Beach, Fla. from Oct. 9 to Oct. 11. This year's theme was the business of living a life of wellness.

Ahdoot graduated from the USC Marshall School of Business in 2014 and started his work in 2016 when he created a service that matched people with similar goals together as "accountability partners." He then built the Every Damn Day app, a habit tracker and accountability resource.

Due to the high cost of building the app, Ahdoot and his partners now offer a physical journal, the Morning Sidekick, through their company. The Morning Sidekick journal has the same functions as the app, but in a paper format. It claims to help users become laser-focused on morning productivity and happiness in just three minutes every day, and even promises to heavily impact their lives.

"Habit-building is such an effective way to increase the quality of our lives," Ahdoot said. "We build the journals to be straightforward, simple systems for doing this."

According to the Habit Nest website, the company's goal is to provide users with the information, motivation and accountability they need to enact changes through simple solutions they can implement immediately.

Professor Paul Orlando accompanied Ahdoot to the Global Wellness Summit, and the two met through the incubator Orlando runs at USC.

"[Ahdoot] is incredibly passionate about his work, seeks out ways to help other people and [is] a tireless founder," Orlando said in an email to the Daily Trojan. "He'll find a way to get things done."

On the last day of the summit, Ahdoot had the opportunity to pitch his startup to a panel of judges who considered project innovation, visual appeal and design, relevance to wellness, business viability and quality of project presentation. Ahdoot was named second runner-up and received a monetary award.

Although the Every Damn Day app has not been released to the public, the Morning Sidekick journal is available online. Ahdoot and his partners plan to release a series of journals in the coming months.

"[Ahdoot] believes in reaching people in the most effective way rather than following the herd," Orlando said. "As a result, when he found better results from his print products he doubled down there. He'll return to the app in the future."

ANALYSIS: HEALTHY HOLIDAYS



With the global wellness economy worth £2.84 trillion, it pays to be on top of the latest trends in spa and holistic breaks, reports Samantha Lewis

For many, a spa holiday is a luxurious treat. A chance to reboot and recharge, indulge in a pampering body massage, or simply unwind floating in a salt-water hydropool to the sound of soothing tunes and technicoloured lights. For others, it's an opportunity to address specific bugbears, with spa menus continuing to offer an extensive range of wraps, masks and facials to help combat a range of beauty issues, from cellulite to wrinkles.

But with the World Health Organization warning that depression will overtake obesity as the number one health issue by 2030, many spas are now looking beyond aesthetic treatments that make us look good, to those that make us feel better — and theoretically become healthier too.

Some are employing world-renowned mental health specialists and offering integrated wellness packages with a team of in-house doctors to combat issues such as stress, anxiety, sleep deprivation and depression.

Others are focussing on the growing trend to digitally disconnect, embracing holistic therapies from reiki and shiatsu to yoga and meditation. Many are located in spectacular settings from mountaintops to beaches and incorporate challenging outdoor activities including barefoot running and surfing to boost endorphins and establish a connection to nature.

All aim to enlighten and transform spa goers and help them attain a more balanced lifestyle in a fast-paced world offering a break from their busy lives. Many entice guests to return several times a year for a restorative top up and to check they're not slipping back into bad habits. We look at four trends that are taking the spa industry to another level — and encouraging people to experience life-changing benefits.

Sleep

According to the NHS, one in three of us regularly struggle to get a good night's sleep, making us more prone to depression and anxiety, as well as obesity and diabetes. It claims that while eight hours a night is ideal, snatching six-and-a-half hours or less of shut-eye can affect your mood and ability to carry out everyday tasks.

A growing number of spas, including Spain's SHA Wellness Clinic, Italy's 1711 Ti Sana Detox Retreat, and Kamalaya Koh Samui in Thailand, offer sleep programmes incorporating special meals and therapies. Others now employ resident experts. Champneys Tring, for example, offers a two-night Sleep Retreat run by Jason Ellis, a professor in psychology at Northumbria University and director of the Northumbria Centre for Sleep Research.

Elsewhere, Spain's Healthouse Las Dunas became the first spa in the world to install special NGMatt 'intelligent' mattresses, which use sensors to monitor the movements, position and phases of guests' sleep. Real-time results are sent to Austrian sleep research centre the Proschlaf Institute for feedback to help the resort's team devise bespoke insomnia programmes. The seven-day treatment combines medical consultations, Pilates, yoga, spa treatments, cooking classes, emotional coaching and consultations with a nutritionist. The so-called clean-sleeping trend is also filtering down to mainstream hotels. Swissotel now serves guests a calm-down drink in the evening, as part of a DeepSleep package developed by TV doctor and somnologist Doctor Michael Feld; while guests at Six Senses resorts, such as those in Portugal, Seychelles, Thailand and Vietnam, can monitor their sleep with the Aura Sleep Tracker app.

Here, a wellness practitioner, trained by renowned clinical psychologist Doctor Michael J Breus, uses the data to create a tailored programme of activities and spa treatments to improve slumber. The sleep programme has proved so popular it will also feature at Six Senses' new properties opening soon in Cambodia, Bhutan and Fiji.

Mindfulness and meditation

A good night's sleep requires a tranquil mind, so it's no wonder that mindfulness meditation is another growing trend, accompanied by a plethora of dedicated apps, online courses and mind gurus.

Various health organisations including the NHS, National Institute for Health and Care Excellence and Cancer Research, now advocate it as a means to improve conditions such as depression or deal with tiredness and pain, while The ESPA Life spa at Corinthia Hotel London includes meditation in its Nurture & Support programme for guests affected by cancer.

A recent study by Texas Tech University suggests mindfulness meditation can improve immune function and reduce stress, while a 2011 study by Harvard University also supports the idea that meditation can rebuild grey matter in the hippocampus in just eight weeks. In addition, a 2013 study by North Carolina's Duke University found that two hours of silence a day improved the area of the brain associated with memory.

The mindfulness trend is also referenced in Euromonitor's WTM Global Trends Report 2016, which notes that even safari lodges and cruises are increasingly offering guests yoga, spa and meditation.

Silence

To combat a world where we're constantly bombarded by noise and 24/7 connectivity, resorts such as Brenners Park Hotel & Spa, in the German spa town of Baden-Baden, offer guests a digital 'kill' switch to disconnect guest rooms from wi-fi and mobile reception. And it seems that many spas are taking this concept a step further.

The 2016 Global Wellness Summit report noted a growing trend for silent retreats. Examples listed included a £12.5m standalone 'silent spa' that opened last December at the Thermae Laa resort in Austria. Housed in a separate building, linked to Therme Laa's existing thermal spa, the 'sacred' architecture of the Silent Spa is designed to inspire calmness and create an atmosphere of tranquillity.

At other retreats, including Austria's Viva Mahr clinics, silence has long been encouraged at mealtimes. Elsewhere, Rancho La Puerta, in Mexico, offers silent dinners, while silent breakfasts are the norm at The Monastere Des Augustines, a wellness hotel in a monastery in Quebec City. While some experts claim that eating in silence can improve mental and digestive health, others proponents say that people who do so actually eat less, which explains why the practice is increasingly being integrated into spa resorts' weight-loss programmes.

Natural highs

Spending time at a silent retreat isn't the only way to find inner peace. This year sees the launch of a number of walking holidays where travellers go on a journey with a guru, often without speaking, to replenish mind and body. Shakti's new Head in the Clouds itineraries include silent Himalayan village walks through the Kumaon region of northern India, with a personal yoga and meditation teacher on hand to help guests recalibrate and reach a state of calm as they disconnect from the digital world and pause at strategically chosen spots to meditate or soak in views of snow-capped peaks.

While wilderness and Zen seem to go hand in hand, the endorphins induced by physical exercise are also excellent for mental and physical health. There's a growing focus on the benefits of watersports — particularly good for core strength, they also encourage social interaction.

Elite Island Resorts now offers FloatFit classes and yoga on stand-up paddleboards floating on the ocean waters surrounding its resorts, while Spafinder Wellness 365's 2016 Trends Report noted a surge in new surf resorts offering wellness experiences, as well as luxury spa resorts (including Four Seasons) opening surf schools in warm, exotic destinations including the Maldives and Seychelles.

While Portugal is already an established surfing hotspot (The Oitavos in Cascais is one of the latest spa resorts to launch a surf and yoga package), Costa Rica, Morocco, India and Iceland are also now marketing themselves as top 'surf and soul' destinations, where guests can combine the watersport with therapies to improve body and mind. Other emerging surf destinations include Nicaragua, where the Aqua Wellness Resort is undergoing a £30m upgrade and offers surfing lessons combined with yoga, meditation, a great spa and organic food.

POSTED ON 02 OCTOBER 2017

26 Jul 2017

Global Wellness Summit announces three new advisory board members

BY JANE KITCHEN



Isvan is president of Turkey-based Servotel Corporation, and adviser in the investment and development of hotels, resorts and integrated mixed-use developments worldwide

Investment advisor Omer K Isvan, Gwinganna owner Tony de Leede, and spa entrepreneur Yoriko Soma have all joined the Global Wellness Summit's advisory board.

"I'm thrilled to welcome each of these new advisory board members – all of whom bring powerful expertise and a crucial regional perspective on the sectors that make up the global wellness industry," said Susie Ellis, chair of the Global Wellness Summit. "With these appointments, the Summit expands its representation in Asia, Australia, Europe and the Middle East.

Isvan is president of Turkey-based Servotel Corporation, and adviser in the investment and development of hotels, resorts and integrated mixed-use developments worldwide. His career spans 30 years, and he's worked on projects in more than 40 countries.

"I look forward to working closely with members of this pioneering board, and furthering the development of the Global Wellness Summit by bringing to it my experience of integrating wellness into travel, hospitality and real estate development," said Isvan.

In addition to Gwinganna, de Leede built Australia's Fitness First health club chain, and is also owner of surf wellness brand Komune.

"Having been involved in the fitness business for nearly forty years and more directly in the wellness/spa business for the last twelve, I hope to bring a fresh perspective on how the two industries are becoming more intertwined," said de Leede. "Being part of a board whose sole focus is to introduce more people to the benefits of health, fitness and wellness is an honour."

Soma began her career at the Boston Consulting Group in Hong Kong, focusing on the luxury consumer market, and has participated in multiple resort, destination and day spa projects in Asia. She now runs a major investment fund for Asian spa and wellness businesses.

"The wellness market in Asia is the fastest-growing globally, and I'm thrilled to be part of the Summit's advisory board to provide guidance and insight on the Pan-Asian and Japanese wellness industries," said Soma. "This appointment is made more gratifying by the fact that I've participated in each and every GWS since the inaugural event held in New York in 2007."

The three new members are part of a 13-person advisory board to the Summit that includes Susie Ellis; Pete Ellis, founder and chair emeritus, Global Wellness Summit; Anna Bjurstam, vice president of spas and wellness, Six Senses Resorts Hotels Spas; Dr Marc Cohen, professor, RMIT University, Australia; Gina Diez Barroso de Franklin, president and CEO, Grupo Diarq; Andrew Gibson, vice president of wellbeing, Accor Luxury; Susan Harmsworth, founder and chair, ESPA International; Mia Kyrlicos, president and founder, Kyrlicos & Associates; Dr Franz Linser, CEO, Linser Hospitality; and professor Mary Tabacchi, professor emerita, Cornell University School of Hotel Administration.

WELLTODO

GLOBAL WELLNESS NEWS



Image: Juicero

| Welltodo Today: Juicero Shuts Up Shop, Nestle & Unilever Splash Out On Wellness, Wellbeing Worries For The Over 55s

BY LAURA HILL ON SEPTEMBER 13, 2017

WELLTODO TODAY

Today's key global wellness news articles from around the world, impacting the industry and influencing the business of wellness.

The news is now official: Juicero, the high-flying, VC-backed Silicon Valley producer of overly expensive juicers and proprietary juice packs is crushed and done. No more "innovative" cold-pressed ways of getting your liquid carrot or kale.

Food lovers, orchards, and lovers of business well-conceived and undertaken should rejoice. Not to be cruel. [Failure](#) is always painful, but important. You can learn a lot from it. Sadly, [Silicon Valley's mistakes have been glossed over](#) too often, the result being [backward thinking](#).

The [Juicero announcement](#), which came today, told people, among other things, that they could get a refund for their juicer within the next 90 days. There was a note toward the end for any company willing to take on employees who faced the big squeeze. It further said the company was looking to be acquired. Obviously the "greater fool theory" of investing didn't die with the dot com era of the late 1990s and early 2000s.

There is a strain of insanity that runs through much of the high tech world that new is necessarily better, especially when introduced by someone young. That everything needs to be on the Internet. That the only good customer is a young customer, in keeping with the outlook of the developers. And that money is no object for people.

Lordy, where to start. New can be great. Innovation, by definition, is the new connection of existing ideas. FedEx thought that people might want to send items overnight. Many scoffed and wrongly. Google wasn't the first web search engine, but it came up with a new approach. Apple's iPhone was a relatively late entry to the mobile device category in 2007 and look what happened.

Among the high tech set there is too often a type of naïve assumption that experience and old ideas are always passé. Every new thought or scheme is supposed to be worth testing, which is fine in its way. But common sense and business reality should never go out of style.

Add the third ingredient of assumption that a young demographic is the only one worth considering for a business. (Hate to tell you folks, but Metamucil has been around for a long time.) And then toss in the fourth that price should be no issue.

In this case, people in the Valley, many of them making enough money to sustain entire neighborhoods, if not towns, thought that an [originally \\$699 device](#) (cut to \$399 in January 2017) paired with juice pack subscriptions that could run [\\$140 to \\$200 a month at the original prices](#) according to the 2016 CNET review, made sense. Apparently there was produce in the packs and you could get pressed juice without ever cleaning up the mess, other than tossing the empty pack and adding to the world's landfill problems.

Maybe it all makes sense if you have a grip on your early-issued shares of Facebook and can pay someone to park your Ferrari. But packs that ran from \$7 to \$10 each that would yield [one glass of juice](#) each? You could waltz over to a fancy juice bar, stock up, and still have plenty of money left over. And that's without adding in the price of the juicer. Which, embarrassingly enough, turned out to be unnecessary, as Bloomberg showed in a video earlier this year.

This concept landed Juicero [\\$118.5 million in funding](#). That's a lot of money down the drain, literally, and it doesn't count all the purchases by people.

One of the best personal characteristics for someone in business is empathy, in the sense of being able to put yourself into the shoes of another. Make sure you don't assume that the shoes aren't always from Jimmy Choo.

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PUBLISHED ON: SEP 1, 2017



CAN SILENCE HELP BRANDS SELL?

By Rhiannon McGregor

20 : 07 : 2017 Retail : Silence : New York Times



Doug Wheeler: PSAD Synthetic Desert III, New York. Photography by David Heald

‘Brands need to start capitalising on the increased value of silence, offering a sanctuary from sensory overload to draw people into their stores.’

— *Rhiannon McGregor, junior journalist, LS:N Global*

According to Matthew Crawford, author of *The World Beyond Your Head: On Becoming an Individual in an Age of Distraction*, ‘because we have allowed our attention to be monetised, if you want yours back, you’re going to have to pay for it’.

In his article in *The New York Times*, *The Cost of Paying Attention*, Crawford recounts how in many aspects of our daily lives, silence is no longer a given but a commodity, and that the extent of our sensory bombardment is such that it is only in paying for silence that we can fully understand its significance.

In light of this, do brands need to start capitalising on the increased value of silence, offering a sanctuary from sensory overload to draw people into their stores? And how will this affect the rest of the in-store experience?

It has long been known that too much noise is associated with increased blood pressure, sleep loss and heart disease. In fact, silence was pinpointed as a leading trend at this year’s Global Wellness Summit and airports such as London City, Barcelona El Prat and Warsaw Chopin have been quick to adopt the idea of using silence to optimise the retail environment by actively reducing tannoy announcements to improve passengers’ mood, according to Tim Radley in a recent article for *Frontier* magazine.

In 2013, Selfridges staged a No Noise pop-up experience to ‘celebrate the power of quiet’. It offered a silence room where customers could relax and de-stress, with visitors asked to leave phones in the lockers provided. The focus was therefore more on removing shoppers from ‘the whirl of bargains and the build-up of energy’ on the shop floor than on augmenting the retail experience through silence.

‘It has long been known that too much noise is associated with increased blood pressure, sleep loss and heart disease. In fact, silence was pinpointed as a leading trend at this year’s Global Wellness Summit’

With recent scientific research on mice published in the journal *Brain, Structure and Function* suggesting that silence promotes new brain cells in the hippocampus – the area associated with memory, learning and emotion – tapping into this powerful resource could help promote memories, encouraging better brand recognition and consumer loyalty.

Advances in technology now enable us to build whole environments designed to absorb sound. Earlier this year, the Guggenheim Museum held the PSAD Synthetic Desert III immersive exhibition based on the work of artist Doug Wheeler. The hermetic environment functioned as a semi-anechoic chamber, a space designed to suppress almost all ambient sounds, allowing the curators to introduce their own sounds that provoke a particular psychological reaction.

In negating aural stimuli, or choosing which sounds people are exposed to, retailers can also help to heighten the impact of the other senses. The Peabody Essex Museum in Salem, Massachusetts recently employed a resident neuroscientist to provide scientific insight into how best to position artworks for maximum impact. The move may provoke controversy in the art world, but if brands can replicate the silent conditions of an art gallery it could be a useful way to present particular products in a retail environment.

As we at LS:N Global have been tracking for the past few years, the use of interactive, phygital retail environments is now widespread and people are beginning to look for ways to counteract this digital clamour. There is something incredibly captivating about silence. It makes us feel more serene and more alert simultaneously. But striking a balance through curation is key, because, as Crawford hints, for silence to truly reign there must be contrast. Brands must therefore consider how best to incorporate silence into their offer, aligning it with mood-enhancing noise to create spaces that customers will want to return to.

For more on how forward-thinking brands are competing to recapture consumers’ attention, see our macrotrend **The Focus Filter**. To find out more about how the retail landscape will evolve over the coming years, buy our *Retail Futures Report 2017* [here](#).

October 25, 2017

ISPA SmartBrief



SPA SPOTLIGHT



(Pixabay)

Review: Rose quartz aids tension release

The rose quartz massage by Tammy Fender at the Spa at the Breakers in Palm Beach, Fla., is performed on a Gharieni MLX Quartz treatment table. "For 80 blissful minutes, I was immersed in a kind of rose-apalooza, as my lovely therapist, Stephanie, kneaded my tight muscles into taffy with Fender's Tres Rose Body Oil, attempted to open my chakras with a Tibetan crown-chakra bowl and rose-quartz singing bowls (some say that sound vibration therapy stimulates healing and promotes deep relaxation), nestled my feet and hands between warm, rose-quartz discs and smoothed away facial tension with a small roller made from, you guessed it, rose quartz," Sandra Ballentine writes.

[W Magazine online](#) (10/20)

W

Can a Rose Quartz Massage Help Manage Stress? Celebrity Facialist Tammy Fender Thinks So



by **Sandra Ballentine**

October 20, 2017 6:13 pm

Last week, I attended the Global Wellness Summit at The Breakers Hotel in Palm Beach, Fla., and after three days of back-to-back talks and roundtables on the state and future of the wellness and spa industries, (and more than a few toasts in honor of both), my mind, body and spirit were all crying out for an intervention. Or simply a nap.

Luckily, both came simultaneously in the form of an off-the-hook new treatment at the Spa at the Breakers--the Rose Quartz Massage by **Tammy Fender**. Fender, a Palm Beach-based celebrity facialist whose own spa is on nearby Flagler Avenue, is known for her holistic approach to skin, and chicly packaged, organic product line. (While she is tight-lipped about her celebrity clientele, **People confirms** Gwyneth Paltrow, Julianne Moore, and Melania Trump are all fans.) With **crystals all the rage these days** (many believe they have powerful protective and energetic properties, especially rose quartz, which is associated with self love, emotional healing and inner peace), I was intrigued to hear that I would be lying on a bed full of the stuff, specifically a state-of-the-art Gharieni MLX Quartz treatment table topped with a thick layer of heated alpha-quartz sand. (Spa-furniture brand Gharieni is to the wellness world what chichi Italian gym equipment company Technogym is to the workout set--high-tech, modern and super stylish.)

For 80 blissful minutes, I was immersed in a kind of rose-apalooza, as my lovely therapist, Stephanie, kneaded my tight muscles into taffy with Fender's Tres Rose Body Oil, attempted to open my chakras with a Tibetan crown-chakra bowl and rose-quartz singing bowls (some say that sound vibration therapy stimulates healing and promotes deep relaxation), nestled my feet and hands between warm, rose-quartz discs and smoothed away facial tension with a small roller made from, you guessed it, rose quartz. While face down in the "sand," I contentedly inhaled soothing wafts of essential oils placed in a bowl under my head, and later, my facial pressure points were anointed with Fender's Tres Rose Essential Oil Blend. The combination of expert massage moves with calming aromatherapy soon transported me out of my own head, and for the first time in a long time, I stopped thinking about, well, everything--work, life, friends, politics, health insurance, **Harvey Weinstein**, my evening flight...



For the most part, Stephanie tended to me in soothing silence, but she did warn me before pushing a button that mechanically inverted the treatment table, so my head pointed downwards, towards the floor. This helped loosen up my waist and hips a bit, and (I'm told) may have improved my circulation. I have to stop here, as it was at about this point, after said inversion, that I checked out, or, I should say, drifted off on a rose-scented cloud of complete relaxation. Chalk it up to spa fomo, but I NEVER fall asleep during massages. Admittedly, I have feigned sleep to thwart chatty therapists, but I can safely say I have never snored in front of a stranger. Until now. (Sorry, Stephanie.)

WATCH

Margot Robbie Dressed Up as James Franco in "Spring Breakers" For Halloween, and Loved Getting Away With It



According to Fender, the scent of rose can help ease depression and anxiety, and even enhance sleep quality. It certainly cured me of convention overload. When the treatment was over, I was so incredibly content that I didn't want to leave my crystal cocoon. Loopy and sighing, I eventually made my way to the spa's sleekly-appointed ladies' locker area, where a cup of fragrant rose tea was waiting for me, along with a side of chilled cream (which is how Fender advises drinking it). Though I felt a bit strange for the rest of the day (Stephanie told me to drink plenty of water to flush out toxins and aid in lymphatic drainage), it was a good kind of strange. Clearly, my Rose Quartz reset caused something to shift, because not even being squashed next to a stranger in coach on the flight back to New York got me down. And if that's not looking at the world through rose-colored glasses, I don't know what is.



October 19, 2017

Mitchell Finds Student Opportunities at Wellness Summit

Opportunities for Palm Beach Atlantic students were the main focus for [Dr. Matthew Mitchell](#) as he presented at the Global Wellness Summit (GWS) for over 600 attendees and 50 other distinguished presenters. The Summit took place at The Breakers Palm Beach.

"I view this Summit as an incredible opportunity to meet people and make connections that could benefit our programs and students at PBA," said Mitchell.

An associate professor in health and human performance, Mitchell discussed PBA's Cancer Fatigue Program and the social impact the University has on the community through Workshop. He explained that the [Cancer Fatigue Program](#) came out of God's blessings and the goodness of the student's hearts in volunteering their time to make a difference.

"These students see the bigger picture in serving the community," he said.

As director and founder of the Human Performance Laboratory, Mitchell oversees research with various patient groups, student-athletes and individuals in the surrounding community. Mitchell says that PBA's niche into the event was the extensive community involvements that the University has to offer. Especially with the Cancer Fatigue program, which offers free specialized cancer rehabilitation services to the community, said Mitchell.

Mitchell's attendance and PBA's relationship as a sponsor of the GWS provides great opportunities for networking and future involvements with distinguished leaders in many different global wellness industries. Speaking alongside of Mitchell was the 17th Surgeon General of the United States & Chief of Health Innovation Dr. Richard H. Carmona.

"I was on a forum with so many distinguished speakers who are doing amazing things for the community. It was an incredible experience to be a part of this group," said Mitchell.

One area during the Summit that stuck out to Mitchell was about hypo-genetics. This research suggests that alterations can occur in the DNA during one's lifetime. This information spiked Mitchell's interest as an area to learn about and potentially teach in the future. Mitchell said hypo-genetics is a cutting-edge industry is a great opportunity to get into and could lead to a wide range of experiences for students.

"I made some nice connections as I networked with those attending and speaking at the conference. It's all about giving the students more opportunities," said Mitchell.



Dr. Richard Carmona (left) and Dr. Matthew Mitchell (right)

2017 Global Wellness Summit in Palm Beach Oct. 9-11

POSTED: 1:00 PM, Oct 9, 2017



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

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The Breakers to host 2017 Global Wellness Summit

Dr. Oz, who owns a house on the island, is among the speakers.

NEWS By Matt Morgan - Daily News Staff Writer



Dr. Mehmet Oz speaks at the Palm Beach Gardens Mall on April 2, 2016, in Palm Beach Gardens. (Bill Ingram / The Palm Beach Post)

Posted: 7:00 a.m. Saturday, October 07, 2017

Health industry leaders from around the world are flocking to Palm Beach for a **Global Wellness Summit** that starts Sunday at The Breakers.

The Summit, which began in 2007, is an annual, invite-only conference for the major players in the health care field to talk about what's coming next. The conference was held in Austria last year and has been in locations such as Bali, Indonesia; Istanbul, Turkey; and New York.

The theme of this year's Summit is the business of "Living a Well Life," and the three-day event will feature an unprecedented lineup of over 50 speakers and presenters, each sharing his or her insights on how — and why — wellness is changing the way business is done and what the future of wellness holds.

It has grown every year and a record 600 attendees are registered this year for the sold-out Summit, according to its website.

There are more than 50 speakers and presenters. In addition to round-table discussions and workshops Monday through Wednesday, there will be short talks from speakers such as TV personality Dr. Mehmet Oz, **who bought a house on the North End in 2015**, and former Surgeon General Richard Carmona.

Topics for the 20-minute speeches include “The Imperative for a Well Life: 75 Percent of the Cost of Chronic Illness is Preventable,” “We Don’t Need More Time ... We Need More Energy” and “The Transformative Power of Lifestyle Medicine.”

Breakers President Paul Leone will give a speech titled “Health & Well-Being: The Breakers’ Story.”



BeautyMatter™

WELLNESS REAL ESTATE: LIVING WELL IS IMPACTING WHERE WE LIVE



By Kelly Kovack and Posted October 19, 2017 In Insight, Trend



The [Global Wellness Summit](#) shared key findings from the [Global Wellness Institute \(GWI\)](#)'s "Build Well To Live Well" report. Living well is finally impacting where we live. Ten years ago there were just a handful of wellness-focused homes/communities; today there are 600+ built, or in development, around the world. Wellness lifestyle real estate is defined as "homes and buildings proactively designed and built to support the holistic health of their residents." A wellness community is "a group of people, living close by, who share common goals,

"The home is the last frontier in wellness, and this is the most important research we've undertaken, not just because it's a hot new industry market—but because it's about where and how we live," said GWI Sr. Researcher Katherine Johnston in a press release. "Our homes and communities have had a massive, increasingly negative impact on our well-being, as they were designed following templates set up decades ago to meet the health and lifestyle needs of a radically different era. But now we're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation, etc.—and it's creating powerful opportunities.

Take a look at the numbers:

- Consumer demand for wellness lifestyle real estate and communities is on the rise globally: in the US alone, there are an astonishing 1.3 million potential buyers each year.
- Homes designed to improve people's wellness are now commanding 10-25% higher price premiums.
- Roughly 20% of all consumer spending is on housing (people's largest, most important investment)—or over \$8 trillion globally each year.
- In 2017, the GWI pegged the wellness lifestyle real estate and communities market at \$119 billion, growing at a fast 9% a year—and estimated that it would jump to \$153 billion by 2020.
- The wellness real estate is currently less than half the size of the green building industry (\$260 billion), and less than 2% the size of the global construction industry.
- American Lives' recent survey of American households with incomes over \$75K revealed that 25% are already "very interested" in living in a wellness community. GWI estimates that this translates into 1.3 million potential buyers in the US who are looking for wellness communities each year ... a number greatly exceeding supply.

"People spend \$3.7 trillion on their wellness every year, but they spend \$8 trillion on homes that often encourage unhealthy lifestyles. Then we spend another \$7.6 trillion on health expenditures to fix those problems. The math doesn't add up: \$20 trillion not working in the same direction: to make us healthier," noted Ophelia Yeung, GWI Sr. Researcher in a press release. "We predict that in the next several decades, building our homes and neighborhoods for human wellness will become the default approach, not simply a trend."



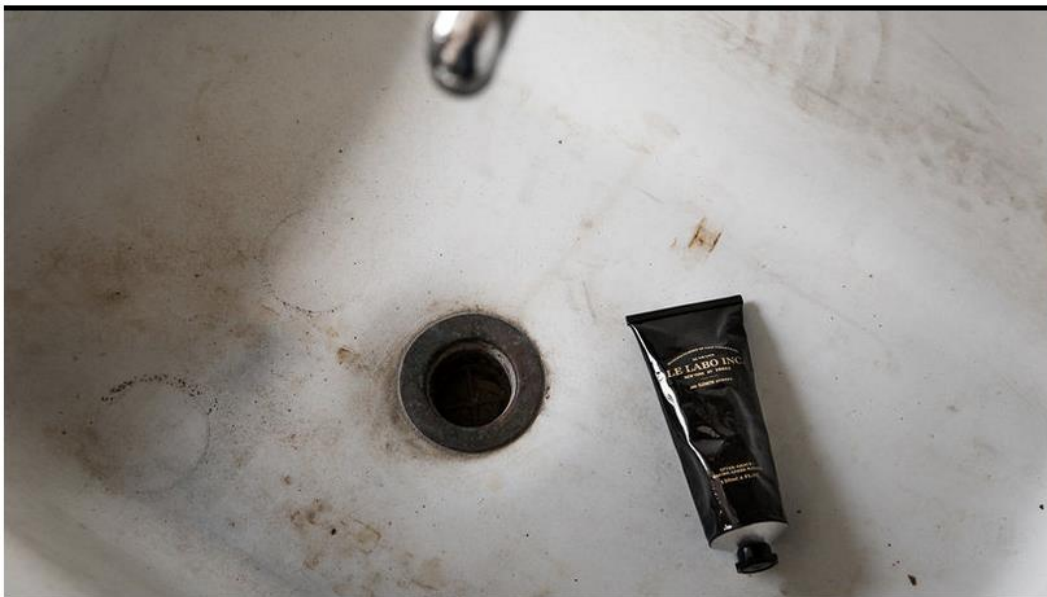
NEED TO KNOW 19 : 10 : 17

By **Rhiannon McGregor** and **Holly Friend**

19.10.2017 Beauty : Fashion : Finance

In today's daily digest: Jigsaw confronts immigration issue, Dubai launches cryptocurrency, the growing wellness homes sector and other stories.

1. Le Labo branches out into simple-to-use skincare



Body, Hair, Face by Le Labo, New York



New York – Luxury perfumery Le Labo has launched a slimline collection of skin, body and haircare products. Unlike other perfume brands that simply translate their scents into cream form, Le Labo has developed its range around three base scents – hinoki, basil and mandarin – over five years.

The gender-neutral line was created to offer an element of simplicity to people's bathtime regimes, and includes an all-purpose shampoo, conditioner and body lotion rather than a variety of products aimed at different skin and hair types.

The campaign imagery displays the bottles in an unidealised bathroom setting, with rusty plugholes and marked walls, giving the luxury brand a sense of the everyday. Overwhelmed by choice, consumers are looking for brands to endorse good quality essentials. For more, see our [**Anti-choice Architecture**](#) microtrend.

2. Jigsaw campaign brings immigration issue to the fore



Autumn/winter 2017 campaign by The Corner for Jigsaw, UK



Autumn/winter 2017 campaign by The Corner for Jigsaw, UK



Autumn/winter 2017 campaign by The Corner for Jigsaw, UK

UK – Fashion brand Jigsaw has released its new autumn/winter 2017 campaign, which focuses on the contributions of immigrants to the fashion industry. Designed by creative agency **The Corner**, the campaign highlights the cultural diversity that has contributed to the Jigsaw brand throughout the years, from the inaugural Afghan Coat to the 45 nationalities employed across the business. Jigsaw, whose tagline is Beautifully British since 1970, begins the campaign manifesto with the assertion that 'British style is not 100% British'.

At a time when immigration is proving divisive in the political arena, Jigsaw has taken a stand for what it believes in at the risk of alienating some consumer demographics. For more, see our **Backlash Brands** macrotrend.

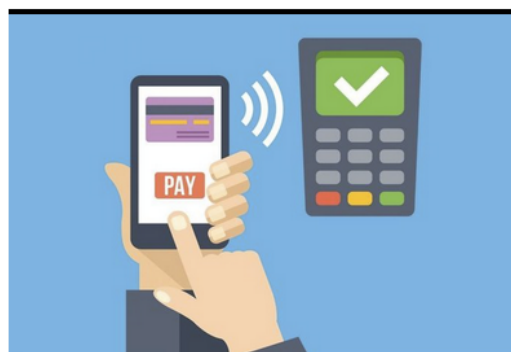
3. Dubai endorses cryptocurrency with plan to launch emCash



Dubai – The first official state cryptocurrency will be issued by Emcredit, a subsidiary of Dubai Economy, in partnership with UK-based blockchain start-up **ObjectTech**. The currency, emCash, will be available to UAE residents through an emPay wallet app.

Anyone with the smartphone app will be able to make a variety of everyday transactions, from buying coffee and paying utility bills to transferring money to another user. The nature of the decentralised blockchain technology allows faster processing and lower transaction costs because payments are settled directly between the user and the merchant.

The introduction of emCash follows an announcement by the Dubai government that all official documents will be transferred onto the blockchain by 2020. For more on why countries are adopting the blockchain ledger, read our Opinion article [here](#).



EmCash, Dubai

4. An exploration of memory enhancement in the digital age

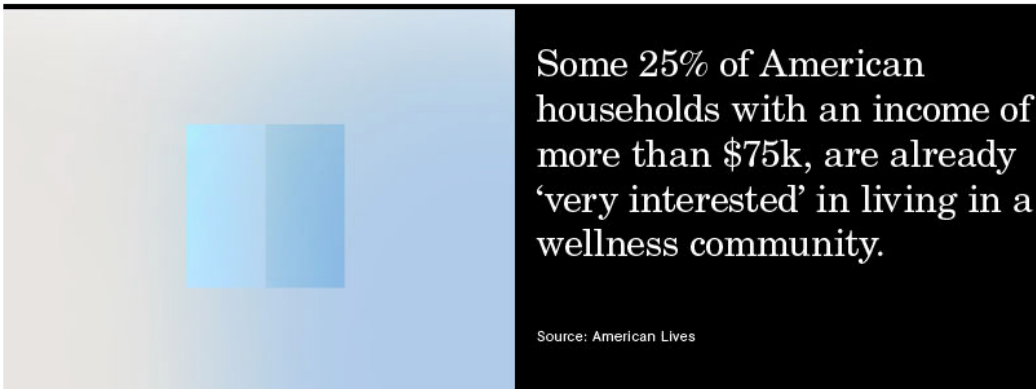


Grandmaster Mind by Amaury Hamon, Switzerland

Switzerland – **Amaury Hamon**, a graphic design student from École Cantonale d'Art de Lausanne (ECAL), has considered the importance of mnemonic techniques in an age when memory is often outsourced to digital devices such as smartphones and computers. The project, Grandmaster Mind, takes the form of a book that teaches the reader how to re-encode mundane data such as lists and numbers into more memorable visual narratives.

The volume has been designed to illustrate the duality between how data is recorded by machines and the way it is interpreted by people as visuals. In the age of **The Learning Economy** in which people are continually striving for self-improvement, they are looking for ways to extend their learning potential beyond their childhood such as through brain training exercises.

5. Wellness housing of interest to high-income buyers



The **Global Wellness Institute** estimates that in the US about 1.3m potential buyers each year express an interest in wellness communities, demonstrating the value of wellness placemaking. As **our recent statistic** shows, urban centres are the ideal location for creating such communities. For more, see our **Placemaking Market** report.

6. Thought-starter: Is the West unfairly biased on sustainability?



As a new report challenges the belief that India and China are the main culprits of overconsumption, The Future Laboratory researcher Amy Nicholson examines the sustainability blame game.

The State of Fashion Report 2017 report has found that more than three-quarters (78%) of Indians and almost two-thirds (65%) of Chinese look for sustainable fashion compared with just 32% of shoppers in more developed countries. The results suggest that the Western-spun rhetoric that these markets are the main polluters of the world is false.

While countries such as the UK and the US hide behind sustainable capsule collections and eco-fashion awards and initiatives, the startlingly low percentage of consumers seeking such products is a worrying sign for the environment as the grip of fast fashion shows no sign of slowing. In contrast, consumers in the world's second- and seventh-largest economies are indicating that making purchasing decisions based on sustainable fashion is far more to the fore.

As the report suggests, the practice of conscious consumerism will have to become even more widespread as fast fashion increases its grip further, with devastating social and environmental consequences worldwide.



Stella McCartney autumn/winter 2017 campaign



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3 TIPS FOR MAINTAINING YOUR ENERGY LEVEL THROUGHOUT THE DAY



GOOD ADVICE

by TAMIM ALNUWEIRI, OCTOBER 10, 2017



Photo: Stocksy/Trinette Reed

When you're reaching for your nth cup of **coffee** of the day, it's likely because you're trying to overcome the **midday slump** or end-of-day **drowsiness**. However, Chris Jordan, director of exercise physiology at Johnson & Johnson Human Performance Institute, offered three smart caffeine-free alternatives at the **2017 Global Wellness Summit**.

The three-day event, which kicked off yesterday in Palm Beach, FL, featured speakers like Jordan as well as Well+Good co-founders Alexia Brue and Melisse Gelula, who delivered the keynote address. Jordan's presentation, though, focused on maintaining energy levels throughout the day—without the help of too many **matcha lattes**.

Step one: Look at energy as a four-dimensional being (a combination of the spiritual, mental, emotional, and physical) rather than just coming from one facet of life. Finding the intersection where your four elements are fully engaged, Jordan says, will keep energy levels up.

Energy expenditure *has* to be balanced with energy recovery, Jordan explains.

Step two: Replace the idea of *time* management with *energy* management. Even though most people feel like they don't have enough hours in the day, Jordan suggests to "make the most of the little time you may have. Invest your full and best energy into those moments [in order to be] fully engaged," and get optimum results out of whatever activity you may be partaking in.

Step three: Check in with your energy level, and replenish it as the tank gets low, just like with anything else that may deplete in life—like your **avocado supply** or your **desk-drawer snacks**. Energy expenditure *has* to be balanced with energy recovery, Jordan explains. It's impossible to constantly operate at the speed of light without inevitably burning out, which is why he suggests thinking of your energy expenditure as sprint-and-recover workout rather than a marathon.

So, try and take short breaks at the office, like one of these methods to **de-stress at your desk**, and avoid multitasking (doing so could help you **stay focused anyway**).

If "**tired**" has become your natural state, it could be related to **social jet lag** or **your pup's sleeping habits**.



3 SURPRISING THINGS DR. ANDREW WEIL IS OBSESSED WITH—AND THINKS YOU SHOULD BE TOO



GOOD ADVICE

by TEHRENE FIRMAN, OCTOBER 11, 2017



Photo: Stocksy/Ina Peters

You've probably seen the name **Andrew Weil**, MD, pop up many times over the years: The founder and director of the **Arizona Center for Integrative Medicine** and prolific author has been spearheading the idea of wellness long before it was even a thing.

When Well+Good co-founder Melisse Gelula chatted with the **integrative medicine** pioneer on Facebook Live (watch below!) at this year's Global Wellness Summit in Palm Beach, Florida, he shared three things he's obsessed with. And, spoiler, you might already be super into them too.

1. Mushrooms

Although Dr. Weil says **mushrooms** are a bigger part of daily life in China and Japan than they are in the US, the times, they are a-changin'.

Instead of just focusing on one species (the button variety!), many Americans are starting to realize the benefits of other types and take full advantage—**buzzy mushroom tonics**, included.

"There's a great range of mushrooms that enhance immunity and protect us from cancer and infections."

"I have a long use of mushrooms; I think they're phenomenal. I've [always] been interested in them—especially for medicinal purposes," Dr. Weil says. "There's a great range of mushrooms—mainly Asian mushrooms—that enhance immunity, protect us from cancer and infections...they have all sorts of remarkable qualities."

If you're just **getting into 'shrooms**, which should you try first? Dr. Weil has a few favorites to start with: "Maitake is a delicious edible mushroom that also has immune-enhancing properties, Lion's Mane, and the white pom pom mushroom, which has a good nerve growth factor that may be useful for preventing dementia and nerve injuries," he says.

2. Matcha

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Dr. Weil had his first matcha when he was just 17 during a trip-of-a-lifetime to Japan, and he's never looked back: Now, the powdered green tea is getting more popular by the day, popping up in **specialized boutiques** and your **favorite beauty products** alike.

“Some people say they don’t like it because it tastes bitter, but they’ve never had good matcha. Good matcha is fabulous.”

But if you’ve already given matcha a shot and *hated* it, try again—you probably just **didn’t get the right kind**: “There’s a lot of bad quality matcha around,” Dr. Weil says. “Some people say they don’t like it because it tastes bitter, but they’ve never had good matcha. Good matcha is fabulous.”

3. Taking fewer meds

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As crazy as it sounds, nearly 7 in every 10 Americans takes at least one **prescription drug**—that’s 70 percent of the population, according to **Mayo Clinic researchers**. Just like how people look back with disgust at how popular cigarette smoking once was, Dr. Weil thinks prescription meds might yield a similar reaction of the masses in the coming years.

“I think one thing we’re going to look back on [and regret] is the incredible overuse of medication—especially psychiatric medication,” Weil says. “I think the images of kids lining up in classrooms to get pills like patients in a psych ward—that’s just appalling.”

Instead, he hopes the future means **using food as medicine** instead of popping pills. Sounds healthy *and* yummy.

These spirulina-matcha doughnuts are what weekend dreams are made of. And in more benefit-packed food news, you need to try this adaptogenic kombucha.



Beauty and the Brain: Global Wellness Summit Explores Neuroscience

skininc.com -

The Global Wellness Summit (GWS) has announced that three leading experts in the field of beauty neuroscience will be keynote speakers at the conference on October 9-11, 2017 in Palm Beach, Florida. Among the speakers will be Anjan Chatterjee, M.D.; Nancy Etcoff, Ph.D.; and Lisa Ishii M.D..

Beauty and the Brain: Global Wellness Summit Explores Neuroscience

May 23, 2017 | [Contact Author](#)



The Global Wellness Summit (GWS) has announced that three leading experts in the field of beauty neuroscience will be keynote speakers at the conference on October 9-11, 2017 in Palm Beach, Florida. Among the speakers will be Anjan Chatterjee, M.D.; Nancy Etcoff, Ph.D.; and Lisa Ishii M.D..

Marketing and Perception

During his keynote presentation, Anjan Chatterjee, M.D., will be presenting a two-part research project entitled "Beauty2Wellness." This study will delve into which marketing terms and concepts resonated the [most with consumers](#). Additionally, the study will analyze whether biases against people with facial disfigurement occur implicitly.

Is Beauty Biology?

Nancy Etcoff, Ph.D., will then be discussing her research on [the science of happiness and neuroaesthetics](#). In her book, *Survival of the Prettiest: The Science of Beauty*, Nancy Etcoff argues that beauty isn't a learned behavior but instead is ingrained in our biology. Additionally, Lisa Ishii, M.D., will also be discussing her research on how people perceive beauty.

"Given the massive size of the beauty market and the fact that studies show that people respond at a deep neural level to beauty, it's time to pay attention to the mounting scientific research on why we pursue beauty so fervently, rather than continue to dismiss it as a somehow misguided or superficial quest," said Susie Ellis, GWS chairman and CEO. "And these three thinkers' insights will help us forge disruptive and evidence-based connections [between beauty and human wellness](#) for the very first time. It will be groundbreaking."



Global Wellness Summit to Explore the Neuroscience of Beauty

 Dima Vitanova POSTED ON MAY 24, 2017



This year's Global Wellness Summit will parse the links between beauty, wellness and neuroscience, which form an emerging area of research.

The conference is to feature three leading experts on how the brain responds to beauty – Dr. Anjan Chatterjee, professor of neurology at the University of Pennsylvania and author of "The Aesthetic Brain: How We Evolved to Desire Beauty and Enjoy Art;" Nancy Etcoff, assistant clinical professor at Harvard Medical School and author of "Survival of the Prettiest: The Science of Beauty;" and Dr. Lisa Ishii, chief qualified officer for Clinical Best Practices at Johns Hopkins Health System.

"Given the massive size of the beauty market and the fact that studies show that people respond at a deep neural level to beauty, it's time to pay attention to the mounting scientific research on why we pursue beauty so fervently, rather than continue to dismiss it as a somehow misguided or superficial quest," said Susie Ellis, GWS chairman and CEO, in a press statement. "And these three thinkers' insights will help us forge disruptive and evidence-based connections between beauty and human wellness for the very first time. It will be groundbreaking."

Dr. Chatterjee will present the initial findings of a two-part research project – "Beauty2Wellness" – that focuses on beauty concepts and biases and draws conclusions for fields like marketing, facial reconstruction and neuroscience.

Etcoff, who took part in Dove's groundbreaking "real beauty" campaign, is to expound on her research into the science of happiness and her inquiry into why and what people find beautiful.

Dr. Ishii, who is a practicing plastic surgeon, is to elaborate on how our faces guide our communications.

The Global Wellness Summit is to take place at The Breakers, Palm Beach, Florida from Oct. 9 – 11.

Dr Oz

Dr Mehmet Oz professor of surgery, Columbia University and host of television show 'The Dr Oz Show'



Dr Oz has long been a proponent of sleep health and will speak at the Global Wellness Summit

Spa clients often say they'd like to fall asleep after their treatments, something the schedule rarely allows. However, these same clients are often unable to sleep well at night, and studies show that the lack of sleep has long-lasting effects on overall health and vitality. At the Global Wellness Institute's release of the wellness industry economy data earlier this year, Dr Mehmet Oz – who has just been named as one of the keynotes at this year's Global Wellness Summit – made a surprise appearance and delivered some impactful messages on the power of sleep.

At the event, Dr. Oz said that sleep is the "single biggest underappreciated health problem," and that there is much more spas can do to promote healing.

"Spas can help us re-boot our system and help us remember what life feels like when we are sleeping normally," Oz tells Spa Business. "We can also disrupt our bad habits and learn hacks to maintain normalcy after returning home from the spa."

"Spas can help us re-boot our system and help us remember what life feels like when we're sleeping normally "

Dr Oz sits on the Six Senses Wellness Board, which features specialist doctors and scientists who advise the spa and resort brand on nutrition, sleep, and cardiovascular and complementary medicine as part of the Integrated Wellness programme.

Sleep specialist Dr Michael Breus has worked with Six Senses to create a the Sleep with Six Senses programme, which includes a pre-arrival questionnaire, a meeting with a Sleep Ambassador, custom-made mattresses fitted with organic sheets, use of a sleep-tracking device, and a menu of sleep-inducing spa treatments.

"Six Senses is superb because it offers an entire ecosystem, so we can really feel the bliss of being rested," says Oz. "I had yoga nidra-based therapy in Six Senses Oman, and I was in a twilight that I have tried to emulate since."

"We can disrupt our bad habits and learn hacks to maintain normalcy after returning home from the spa "

Oz also points to wellness destination Miraval, which he says "does a nice job educating guests" on sleep health – another way that spas can get involved in the sleep wellness picture.

Other spa and wellness destinations – including One&Only, Ritz-Carlton, Grand Resort Bad Ragaz and Canyon Ranch – offer treatments or programmes designed to help customers sleep better. Even suppliers have got in on the game, with companies like Comfort Zone creating a Tranquility Pro Sleep Massage.

Oz has long advocated for the important role sleep plays in health and wellness, and recently entered into a joint venture called SleepScore Labs with ResMed and Pegasus Capital Partners. ResMed currently manufactures a non-contact, cloud-connected device called the S+, which uses bio-motion sensors to measure sleep patterns and is used at Six Senses. Beginning in late 2016, S+ devices were also shared with more than 20,000 consumers through Dr Oz's television show, and so far 1.5 million hours of sleep data have been recorded. The data shows that 70 per cent of people are sleeping less than the minimum recommendation of seven hours per night.

"We pay so much attention to making resolutions about diet and exercise. It's high time we pay more attention to sleep "

"I've learned in my time as a public health teacher, advocate, television host and physician that the current standard of sleep quality in America is drastically unacceptable," says Oz. "We pay so much attention to making resolutions about diet and exercise. It's high time we paid more attention to sleep. We know if people have the right tools, they will be able to improve their sleep and overall health."

17 May 2017

'Groundbreaking' insights on connections between beauty, neuroscience and wellness to be presented at GWS

BY JANE KITCHEN



Dr Anjan Chatterjee is the Elliott professor of neurology at the University of Pennsylvania and the author of 'The Aesthetic Brain: How we Evolved to Desire Beauty and Enjoy Art'

The Global Wellness Summit is bringing three experts on the neuroscience of beauty to its annual conference, held this year at The Breakers Palm Beach in Florida from 9-11 October.

Dr Anjan Chatterjee is the Elliott professor of neurology at the University of Pennsylvania and the author of *The Aesthetic Brain: How we Evolved to Desire Beauty and Enjoy Art*, in which he explores the reasons why we find people, places and even numbers beautiful.

Dr Chatterjee will present findings from a new two-part research project entitled 'Beauty2Wellness,' undertaken in conjunction with the Global Wellness Institute. One focus of the study uses natural language processing and cognitive science experiments.

Nancy Etcoff is assistant clinical professor at Harvard Medical School and author of the book *Survival of the Prettiest: The Science of Beauty*, which is the subject of a Discovery Channel documentary. Her work on beauty and the brain has been wide-ranging, including being involved in Dove's groundbreaking 'Real Beauty' campaign.

Dr Lisa Ishii is the chief quality officer for clinical best practices for the Johns Hopkins Health System, and the senior medical director for clinical integration in the Office of Johns Hopkins Physicians. A practicing plastic surgeon, her research interests focus on the science of how people perceive beauty, and specifically, on how faces serve as the portal for how we communicate with the world – and how the world identifies us.

"Given the massive size of the beauty market and the fact that studies show that people respond automatically at a deep neural level to beauty, it's time to pay attention to the emerging scientific research on why we pursue beauty so fervently, rather than to continue to dismiss it as a somehow misguided or superficial quest," said Susie Ellis, GWS chair and CEO. "And these thinkers' insights will help us forge disruptive and evidence-based connections between beauty and human wellness for the very first time. It will be groundbreaking."

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FEMALE

The Latest Skincare Movement Is All About Wellness

Goh Yee Huay | Published May 18, 2017

Looking good is about feeling good, what with everything from skincare to supplements taking an increasingly holistic approach to improving the complexion. Goh Yee Huay looks at how the idea of wellness is pervading the beauty world.

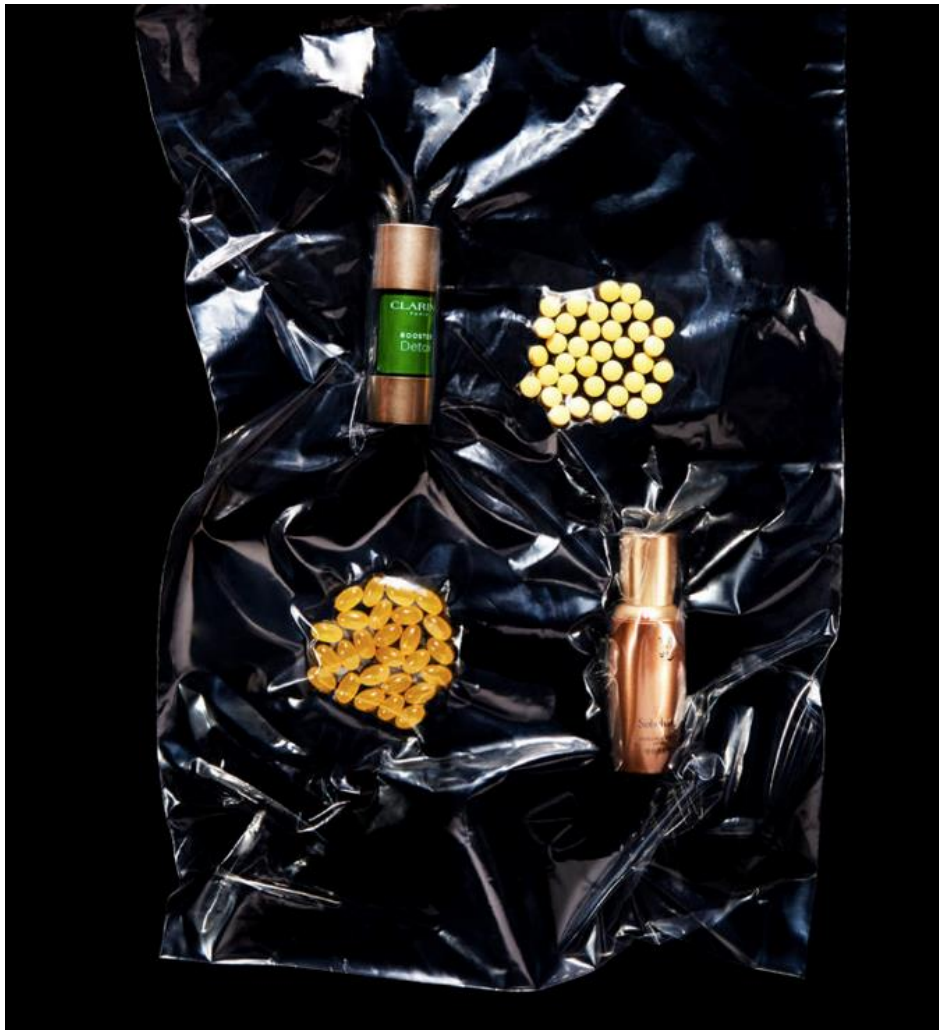
If you think wellness is just the pet obsession of acai-munching health enthusiasts and well-heeled yoginis, guess again.



According to non-profit research organisation and think tank Global Wellness Institute, the worldwide wellness economy is now worth US\$3.7 trillion (\$5.18 trillion). Work, stress and other pressures of a cosmopolitan lifestyle, plus their knock-on health effects, have led to a shift in focus towards life balance and well-being. People are paying more attention to looking after themselves, whether through diets (such as the clean eating revolution), trendy exercise programmes (like black metal yoga) or newfangled de-stressing methods (digital detox spas and “downtime abbeys”, anyone?).

Cynthia Chua, founder and CEO of the Spa Esprit Group, attributes this development to our constant engagement with social media, and increasing savviness. “We are fixated with mobile devices, Facebook and Instagram, resulting in the effect that there are more things to know and do. I feel that the body and mind are crying out for ‘me’ space,” she says. Coupled with this generation’s proclivity for information – “We read product labels (and) we want to know more,” she opines – and it’s not surprising that a more mindful, holistic attitude towards leading a balanced life is garnering momentum.

This emphasis on wellness has also manifested in the beauty circuit – and it’s big. With more consumers looking for ways to incorporate elements of wellness into their daily routines, beauty- and wellness-related companies are responding with products and services that promise better skin resilience, energy and immunity. It’s a long-game approach that focuses on getting skin healthy from the inside and out, executed through innovative skincare, supplements and services.



Clockwise from top left: Clarins Booster Detox, Fanc! Vitamin B Complex, Sulwhasoo Herblinic Restorative Ampoules, and Go Pure Premium Pure Propolis

Of Balms And Potions

Given how studies have shown that factors such as diet, stress and sleep impact our appearance, wellness and beauty have started to converge. Increasingly, brands are attempting to bottle up the benefits of a better lifestyle, or address aspects of an unhealthy one.

Some skincare combat the detriments of modern life. Lancome's Energie de Vie The Smoothing & Glow Boosting Liquid Care, for instance, is a serum-plus-moisturiser that works to counter the visible effects of an urban lifestyle. Combining goji berry, gentian and French melissa (aka lemon balm) extracts, it delivers a potent shot of hydration and antioxidants to help tackle dullness and dryness in fatigued skin.

Partying, bingeing on unhealthy food and urban pollution can lead to toxins accumulating in the skin, according to French beauty giant Clarins. Targeted at such lifestyle "indulgences", its Booster Detox is an ultra-rich, oil-like serum derived from green coffee – reputedly high in strong detoxifying properties – designed to be mixed with regular moisturiser any time one's complexion looks haggard.

Just as traditional throwbacks like acupuncture and herbal tonics figure in wellness practices, it's now also not unusual to find skincare equivalents that condition and fortify. One example: Sulwhasoo's Herblinic Restorative Ampoules with extracts of restorative Chinese medical herbs like ginseng and angelica root. Intended as an intensive fix to help weakened or damaged skin recover, it promises to boost skin regeneration, while nourishing and strengthening skin against external stressors.

Your Skin's What You Eat

It's not enough to work on the facial signs of ageing if your body's systems are wonky though. Beauty supplements have expanded beyond collagen-boosting drinks and skin-brightening pills to promote physical and mental well-being – think of this as a new take on beauty-from-the-inside.

Case in point: Japanese brand Fanci. Long known for its collagen drinks, it has expanded its lineup to include supplements to alleviate problems stemming from 21st century living. Its Bilberry tablets, for example, supposedly relieve strained eyes from all that Insta-stalking as the fruit is rich in anthocyanin that promotes healthy vision, while its Vitamin B Complex tablets enhance metabolism and lessen fatigue.

The rise of the wellness movement has also brought with it an increased awareness of where and how ingredients are sourced. In our local scene, Farm To Beauty – the latest initiative under the Spa Esprit Group – grows the ingredients used in its skincare. Working with urban farming company Edible Garden City, 16 varieties of herbs and plants are grown in a 10,000 sq ft rooftop garden at Raffles City. Of these, calendula and aloe vera are key and used in facial products, while lemon balm, tarragon, spearmint and passion-flower go into its Calm Down relaxation tea.

Another recent homegrown brand that emphasises the purity and health-enhancing prowess of its products is Go Pure, a line of natural and organic honeys and supplements made from the nectar of plants grown in the Romanian Highlands. Its Premium Pure Propolis softgel capsules are derived from high-grade green Brazilian propolis, boasting perilla seed oil, DHA, EPA and lingzhi spore oil, said to improve immunity, purify blood and protect the liver.

"Good" Service

Tapping into the wellness movement in creative and enterprising ways, lifestyle companies are no longer simply about spa treatments and fitness lessons either.

Como Shambhala Urban Escape at Delfi Orchard offers naturopathy, functional medicine, acupuncture and life coaching, in addition to the likes of Yin yoga and gyrotonic sessions to cater to all aspects of living well. It's even introduced the Home Kitchen Edit, where one can get an in-depth consultation and home kitchen review with its resident nutritionist Eve Persak, who will help reboot your pantry and diet. One of the goals? To arm clients with the information to put together meals that can actually improve the complexion.

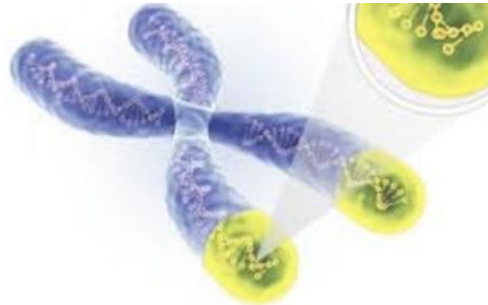
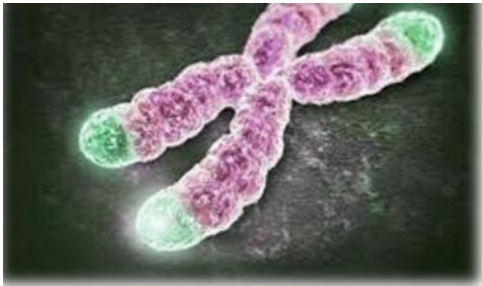
If planning a de-stressing escape is well, stressful, there's local start-up Om & Away, a travel portal that helps one achieve peace of mind with a curation of health and wellness retreats from all around the world. Functioning like an Expedia for wellness seekers, retreats are grouped according to categories like yoga, detox, spa and fitness. Simply make your selection and book the date. The only other thing you have to do on your own: Buy a plane ticket.

And one of the most exotic and holistic services that can be experienced right here in Singapore: wellness centre Breathya's salt therapy sessions.

An idea that originated from Eastern Europe – where salt cave mines were used to treat respiratory ailments like allergies and sinus in the mid-1800s – it's been recreated here with humidity-controlled chambers, salt-covered walls and dispersed micronised dry salt particles in the air. Like in a sauna-meets-clinical treatment room, customers sit inside for an hour inhaling the air. What the experience is touted to do: reduce inflammation, widen nasal airways, remove toxins, strengthen immunity, relieve eczema and acne, lift the mood, reduce stress, and (take a deep breath now) promote better sleep.

Model & Product Photography **Vee Chin, assisted by Sherman See-Tho & Angela Guo** Model Styling **Imran Jalal** Product Art Direction **Adeline Eng** Hair & Makeup **Manisa Tan/Paletteinc using La Biosthetique & Urban Decay** Model **Alexa/Ave** Dress **Celine Rug La Maison Pierre Frey**

This story first appeared in Female's May 2017 issue.



Global Wellness Summit 2017 - Day 2

Publicado el 13 de octubre de 2017



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Keynotes, Huffington Post Columnist, Fatigue Prevention Speaker, Auth...
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The day opened with the long serving pioneer of Lifestyle Medicine, Dr Andrew Weil. He did not waste time getting down and saying it how he sees it. He shared that he believes the medical system in the USA generates rivers of money that runs into very few pockets.

His first question pondered was “How can we encourage people to make better lifestyle choices?” He offered the following.

1. Genuine Education
2. All of us in the Health Profession modelling great health
3. Remove misalignment - Get rid of fast food restaurants and vending machines from health facilities.
4. Encourage people to spend more time with people who have the good habits they want. Moods are contagious. Hanging out with happy and positive people is a great way to move forward in life.
5. Change Government Food Policy. Governments subsidize food that is not good for people’s health and then recommends foods that are too expensive i.e. Fruits and vegetables.

He also shared some remarkable initiatives. First was the State of Mississippi. They applied a fat tax on employees who lost benefits if they failed to meet agreed personal weight targets. This was accompanied with programs, encouragement and ongoing reinforcement and it was very successful.

Second was the Soft drink tax in Mexico which has been incredibly effective in battling obesity.

He also shared another piece of information that I wasn’t aware of. “Nicotine is addictive as Crack Cocaine”. He reminded us that just over 50 years ago, Doctors were recommending cigarettes saying that a cigarette soothes the throat. He asked “What are we doing today that we are going to look back on in 50 years with the same horror at which we view this astounding recommendation?” He called for the removal of smoking from all movies and TV.

He went on to explain that fashion is a very powerful driver of behaviours and that we need to be more aware of what we are really modelling.

He also talked about clever initiatives to get people becoming naturally more active, like the “Piano stairs” in the Stockholm Subway that played a tune when people walked up them. Soon people were abandoning the escalators and having fun going up and down the stairs.

Another initiative was the “World's deepest trash can”. This trash can in the middle of the park, had a sign on it stating that it was The World’s Deepest Trash Can. When people threw trash in, there was a sound effect of a long fall and then hitting the bottom. Soon people were running all over the park to find things to throw into it. So cool.

He finished really nicely. He said we can blame the food companies if we like but really, they are only giving people what they want. Most businesses operate by the simple laws of supply and demand. This brought it all the way back to education, which is a powerful endorsement of the work we do. Good education will change the demand.

We then got to hear from Mary Anne Malleret and then her husband, world famous Futurist, Thierry Malleret

Mary talked about the power of adding Walking to one’s lifestyle. She talked about her 10 Good Reasons to Go for a Walk, and I have to be honest to the reader, some of them flew by pretty quickly and I missed them.

However, she shared some great points.

- When you walk you make better decisions and better investment decisions
- Walking Meetings are becoming the craze in Silicon Valley
- Steve Jobs did, and Mark Zuckerberg does, walk when making important decisions.

Thierry shared that 1 in 10 tourists world-wide is Chinese. Last year, Chinese spent \$261B in tourism and travel abroad. It is clear the Chinese are embracing their freedom to move and explore and to make the most of their newly created wealth.

He asked, “What stops us (referring to Americans, Europeans, Canadians, Australians etc)?” He noted that we live in conflicted society. Industries have the money to defend their vested interests and so many of the things that need to change, are not changing.

For example, he said there is a dissidence between Corporate Wellness and Corporate Culture. H said the companies have the wellness programs but conflicting practices like working 18 hours a day still exist.

Some Countries regulate this area and forced companies to change these destructive policies.

Then we heard from Elissa Epel PhD, Professor in the Department of Psychiatry, at University of California, San Francisco, discussing “The Telomere Effect: A Revolutionary Approach to Living Younger, Healthier, Longer.”

She commenced by stating that Age is the biggest predictor of when we die, but underneath age is biological age, which it is very elastic.

Telomeres are the end pieces on the ends of your DNA strands. They look a little like the plastic strips on the end of your shoe laces. The longer our Telomeres, the more likely we will have longevity. But as they shorten our risk of leaving the planet increases. Elissa shared that Telomere length is causally predictive.

Our DNA strands are responsible for creating all proteins. The Telomere is on the end of the strand, interpreting signals from life. They shorten slowly as we get older. We are shaped by our parents and by our epigenetics.

This means that we have a fundamental genetic map that comes from the DNA passed to us by our parents and then we experience life in our own unique way. Our experience of life, our Epigenetics, has a significant impact on Telomere length.

At this point I wish to throw in my own observation. So many in the fitness and wellness industry are completely focused on the physical aspects of wellness, namely diet and exercise. Whilst these are both important, many of these same people have lives that are loaded with pressure, reactive stress, conflicts and negative emotions. I feel they really believe that as long as the exercise and diet are good, all will be ok. But it is not. This often explains the sudden death of disease driven death of someone who appears to be completely fit and healthy. Many of these people have pressed the pause button on caring for their own Epigenetics. And it is a fatal mistake. Not just for themselves, but for the people to whom they are role models.

Elissa talked about Telomere Maintenance over a lifespan. Once we have the embedded circuitry of the genes we received from our parents, the rest is related to how we live our life. She talked about Adversity versus Nurturance. Fear versus Love. She shared that she felt these were the big drivers in life - Love and Fear

She went on to share that pregnant women are the gateway to health. Women's health during pregnancy is going to have a huge impact on hers and her baby's health. From there it is inflammation, oxidative stress that do the damage.

Apart from the well documented effects of lack of exercise and poor diet, mental challenges lead the way. She referred to Negative Mind Wandering, which create unhappiness and suffering. This leads to telomere damage.

So she asked how can we slow cellular aligning?

The following are Restorative:

- Exercise
- Good diet
- Restorative sleep
- Antioxidant diet

She also talked about the concept of “Being Well Together”, going beyond our own universe and learning to share the good health journey, creating happiness and purpose with those around us.

Can meditation increase telomere health? Studies have shown that a group of mind body activities boost telomerase enzyme activity

A Study of a group of people over 3 weeks at a retreat centre, doing daily meditations, showed an increase in Telomere Health. A Chopra Centre Study showed a 60% increase in Wellness

Epigenetics are all about how you live life and how you experience your life. If you are buried under the demands of the world, stressed, pressured, anxious and reactive, your telomeres are under siege and may be shortening as you read this.

To slow aging, Elissa gave these recommendations.

1. Eat your Vegetables.
2. Mindset: Present mindset may slow biological time.
3. Extended Mind: Wellness within allows wellness together.
4. Meaningful Work – Purposeful Life.

Or have you moved beyond all of that and living in command of your life. Three questions Elissa left us to contemplate.

- Have you loved fully
- Have your lived fully
- Have you let go of the small and insignificant stuff

Eissa is the author of the book "The Telomere Effect."

ALI Mostashari was next up, talking about “DNA Testing: Understanding Results and Exploring Opportunities”

This session moved quickly and again I felt a bit challenged taking in all the information as I found myself getting a little fascinated.

- As more and more testing is done, new algorithms are emerging, working with all the data to give deeper insights. The number of tests being performed is extraordinary. Consider this table of US Consumers who have had DNA Tests:
- 2014 – 1 million
- 2015 – 3 million
- 2016 – 5 million
- 2017 – 9 million
- 2018 – 15 million predicted
- 2019 – 25 million predicted
- 2020 – 40 million predicted

However, DNA test predicted to be 9 million by end of 2017, but reached 10.5 million by July. This may be because of the declining cost mixed with increasing interest. The very first DNA gene mapping cost \$45m. Now you can test for \$41.00.

Thousands of results are allowing researchers to start modelling the body. What is becoming clear is that RDA's are general and may not apply to us all. So this may lead to a whole new set of personalised products.

Results have shown for example that there has been a 33% increase in Weight Loss Program effectiveness when diets have been created in line with the results of genetic testing. There has also been shown to be a 30% increase in adherence to advice. Note from my Observations:

But I must share that I felt a little dismayed again. There is still an overwhelming attitude of “Me” in all of this. People are taking all of this brilliant information and becoming obsessed with their own condition. This obsession with our genes means we place all attention on ourselves and our own welfare, which is the complete opposite of optimising our epigenetics. So, the fascination with genetic testing can itself become a negative health practice I feel. Self-obsession is not one of the recommended practices for a healthy life.

Next we heard from the brilliant and flamboyant Dr Kenneth Pelletier talking about “Change Your Genes, Change Your Health: The New Science of Epigenetics”

Science of Epigenetics is incredible. We do govern gene expression.

Dr Pelletier, an esteemed Professor of Medicine, noted that:

- There are so many diet plans yet obesity out of control
- There are over 600 stress management techniques and still stress out of control
- There are so many detox programs yet environmental toxins are rampant

He described Epigenetics as - everything that impacts on the gene after the sperm fertilizes the egg. He described it as a Tripartite Assay:

- The Gene - the plan
- Blood stream - the structure
- GI tract (Microbiome) - the experience of human creation

He and his colleagues have been studying human health by testing genetics, blood and microbiome. They looked at Genes that are bio markers of health not disease. They discovered many things.



Kenneth always adds some quirky humor to his presentations....

Here are some wakeup calls. Monogenetic disease, diseases that occur because of a genetic flaw, all happen within the first 6 months of life. If an adult believes their disease is genetic, they are avoiding all responsibility for how they created it. And they are missing out on the exciting adventure of healing themselves.

Every diet is a myth unless it has something to do with you and the uniqueness of who you are.

People and companies advertise 80% chance of this or that result but how do they know. Everything is very generalise and those who do not come close to matching the program design simply experience failure and discouragement.

From my perspective, this requires flexible prescription on the part of those developing programs. In the absence of specific testing, genuine support of another person in their pursuit of better health requires exploration, patience and creativity.

As he progressed Dr Pelletier gave some foundational information to help us gain a better understanding of his findings, however I am not going to go into it in this paper as it is potentially quite complex and will save it for a later paper where I can pay more attention to that specific topic and deliver it in a way that it can be easily understood. (That is writers speak for “I’m still getting my head around it”.)

However, what I can say is that through these studies of Genome, Blood and Microbiome, Dr Pelletier was able to confidently state that the Microbiome is the key to life.

He presented the following summary: Epigenetics – What is Known

- Tripathate Assay: Genetic, Blood and Microbiome
- Genes predict probabilities, not certainties
- Biomarkers of Health and not Disease Prediction are more useful
- Application of Single Gene = Single Disease is very limited

- Genes work within complex genetic and environmental matrices
- Human Base is @ 21,000 Genes – DNA for protein coding is only 5% of this entire Genome
- Gene are turned on and off like a rheostat
- Genes change – what we do matters
- The majority of genes are governed by beliefs and lifestyle choices
- Neanderthal genes are alive and well in all of us – Stress responses

I like that second last point because Lifestyle choices are also a product of beliefs.

We then had a clever presentation by Ramesh Caussy, PhD: introducing us to the Wellness Robot... and Learn How This Technology Can Enhance Wellness.

This clever and highly mobile robot can move quietly around a workplace monitoring all manner of environmental factors for the purpose of making a workplace more nurturing and less destructive to the individual's wellbeing.

Jack Groppe PhD is the founder of the Human Performance Institute and presented to us on The Critical Key to Harnessing the Science of Human Performance

He talked about the dilemma we face in life, of believing we do not have control over our choices. He shared that most senior executives in the Western World are not taking vacations. If they do, they take it for their family and keep working. Their lives become a Train Wreck.

Train wreck

- At the end of the day "I need a drink?"
- This is followed by Sleep trouble
- Then come the sleeping pills – "Knock me out Doc."
- They are Accessible 24/7.

Before mobile phones, as soon as we walked out the door we were invisible and largely untraceable.

Some interesting data he shared:

- 65% of adults identified work as the top source of significant stress.
- 34% of adults reported an increase in stress over the past year.
- 32% of adults reported that stress has a very strong impact on their physical and mental health.

This is what people are facing at work:

- Brutal accountability
- Intense pressure to perform better
- Last year's records become this year's baselines
- Pushed to do more with less
- Employees under-performing – creatively, resiliency, innovation
- Over-scheduled

After 30, we lose 10% of our muscle and mental capacity every decade...unless we train. Businesses must care about the entire being, 24/7 Mind, Body and Spirit.

Jack shared that “Without energy management, it does not matter how much talent and skill you have. You cannot bring it to the surface on demand.”

He shared that for human beings to fully reclaim their energy and become fully engaged, the challenge is to become Physically Energised, Emotionally Connected, Mentally Focused and Spiritually Aligned.

The results of this are Strong Leadership, Increased Resiliency, Improved Health and High Performance.

This level of self involvement is deeply personal. We can cheer people on to get better.

Maggie Hsu for Zappos then delivered an incredible presentation on Crypto Currencies and Blockchain. And to be honest it was about as far beyond the capacity of my current level of intellect as the Internet was beyond me in the 70's. But I am hooked and will be researching. Maggie cannot escape.

But I can really see the power in all of this, potentially removing the need for banks and other pillars that potentially block the creative flow of life.

Paul Price then presented to us "WHAT IF – Imagining the Unimaginable Impact of Technology on Your Business"

This was a huge session, so much data that was deeply fascinating and perhaps too much for 20 minutes. But he gave some great insights. Technology is allowing spontaneous behaviour, whenever, wherever. Users of technology are embracing this capacity for spontaneous behaviour so if you are creating technology products for your business and customers, you have to cater to this expectation for spontaneous behaviour.

Further it must be visual. A 30-60 second video replaces half a million words. Keyword Searches are of enormous importance if people are to find you and your product or service when they search.

Dr Michael Roizen from the Cleveland Clinic then presented on Living to 160. This was a genuine roller coaster ride.

Here are some statistics for a start:

- The Average 65 year old of the same height weighs 30 pounds more than the same time 20 years ago
- 18000 Nurses in a lifestyle enhancement program, over 28 years, achieved 90% drop in disease risk for lifestyle diseases
- Breast cancer sufferers who switched to pure olive oil reduced recurrence incidence by 72%. Exercise was also shown to significantly reduce recurrence.

Dr Roizen took us on a journey looking at what is grossly wrong with the USA Health Care System. Currently, 18% of GDP is spent on Health Care. 75cents in every dollar is spent on treating preventable lifestyle disease.

He pointed out a few simple factors that could lead to a 27 fold reduction in diseases. However, it is going the other way and it is now unsustainable. The USA and many other countries cannot afford their health care bill. These countries are headed for a disaster beyond imagination and nobody is doing anything.

It is predicted that the 18% GDP will stretch to 35% by 2040. That is just 23 years from now. Medicine will become the domain of the wealthy. Perhaps when it does reach the point where it is no longer available to the common person, people will have no choice but to live a healthy life. It would be fascinating to see what happens to the wealth level of the wealthy, when the spending habits of the masses are forced to change.

Here is an example of the explosion of disease.

Type 2 Diabetes Prevalence in the USA

1974: 2.2 million of 211 million = 11 per 1000

1983: 4.6 million of 235 million = 54 per 1000

1994: 6.8 million of 260 million = 30 per 1000

2004: 15.0 million of 292 million = 55 per 1000

2014: 29.0 million of 320 million = 91 per 1000

2050: 120-180 million (as per CDC prediction) = 500 per 1000

Total Knee and Hip Arthroplasties in the USA

1974: 0.067 million of 211 million = 0.003/1000

1990: 0.327 million of 235 million = 0.013/1000

2006: 0.675 million of 292 million = 0.02/1000

2010: 1.05 million of 320 million = 0.03/1000

Spending on Alzheimer's Disease is predicted to go from \$184 Billion in 2010 to \$1,167 Billion in 2050.

The entire reason health care is so expensive in modern economies is because we are treating chronic lifestyle diseases instead of preventing them or implementing programs that slow them down and reverse them.

Chronic Disease management is responsible for 84% of all costs and 67% of those costs are in under 65 year olds. And the major culprits are tobacco, Poor food choices and over eating, physical inactivity and un-managed stress.

Study after study reveals similar data.

It appears that education and inspiration are the keys. There is no evidence that governments will change.

More tomorrow.



The Breakers - West Palm Beach, Florida

The Global Wellness Summit 2017 – Day 1

Publicado el 10 de octubre de 2017



John Toomey | [+ Seguir](#)

Keynotes, Huffington Post Columnist, Fatigue Prevention Speaker, Aut...
[55 artículos](#)



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The year, the Global Wellness Summit is being hosted by the Breakers Resort, West Palm Beach in Florida. This is a truly magnificent old building and the business is a genuine testament to the power of a Workplace Wellbeing Program.

The Breakers first opened for business 122 years ago and is one of only 1100, one-hundred-year-old companies still under the guidance of its original ownership. Among those it is the only luxury resort in this category.

Early in the day, we enjoyed a panel discussion featuring Denise Bober, VP Human Resources at the Breakers, Garrett Kirk JR, Owner and Executive Committee Member, and Paul Leone, CEO.

Garrett, an elderly gentleman who is still obviously sharp as a whip, gave a passionate introduction. I wish I could share all that he said, but his passion captivated me and I found myself listening and forgetting to take notes.

He said, “Our A Game today is our B game tomorrow. First, we make our people better. When they are good we make them even better. Then we keep going until they are extraordinary. We have to see possibility.”

He went on to say that, “An effective workplace wellness program is the toughest challenge for a company today but the most important benefit a company can give is employees.

Denise shared how the Workplace Wellness Program was her project. She commenced the project 12 years ago and shared the success came from their decision to start at the top first and get all of the executive team on board. Once that happened, the program had the full support it needed to make it happen. She even shared that some of the executive team had to face the humiliation of where they were with their own health, and take ownership of that and decide to make change.

Paul then shared. He said they decided to measure results with a balanced scorecard. They found that when they placed significant attention on team satisfaction, there was a noticeable increase in customer satisfaction and with that came growth and achievement of income targets.

After fending off attempts by the big chains, including Marriott, to take the resort over, the company has experienced stunning results. It is the top earning hotel of its type in the country achieving extraordinary returns on investment.

Paul also shared that he believed that 70% of people go to work every day and hate their jobs. “Invest in your people” he said, “It is not only the right thing to do but it is a terrific economic decision.”

The resort employs 2000 people. My experience of them is that they are genuinely happy, fully engaged and incredibly skillful in their roles. A simple example came last night at dinner. I was dining with a good friend and she asked if one of the options was vegan. The waiter replied that it was not because there was a small amount of honey in the dressing. Very few people know that vegans do not eat honey. I was very impressed, not just by his knowledge, but the fact that I could feel his care in his service to her.

Ok, that is enough about the Breakers, but I did wish to share it because if you are an employer and you are reading this, it is really worth the stretch to go even further with your efforts to care for your employees and enhance their love of their work.

The Morning was opened by the wonderful Louie Schwartzberg, founder of Moving Art in the US. If you have read my Global Wellness Summit reviews in the past you will be familiar with Louie. A film making genius and a dedicated student of nature with a heart big enough to cradle the future of mankind.

Again, when Louie speaks, I find it hard to take notes.

He opened with some beautiful footage of his work in nature, showing flowers of all kinds displaying their daily routine using high resolution, high speed film, capturing in a serenely dynamic display, events that in real time are barely noticeable.

Louie shared that Flowers are a love story, the sexual organs of plants that feed us. He talked about the incredible networks in nature that support all of this profound growth that often ends as food on our table. He said, "There is no life without networks." Probably true in all areas of life.

He went on to tell us that he is completing the finishing touches on his latest work on mushrooms. I personally cannot wait to see it. "Mushrooms" he said, "are not a vegetable or animal. They are somewhere in between. Fungus is a kingdom all on its own."

He went on to share with us that plants need soil and that soil is made from mushrooms. They can devour rock and turn it into rich soil. They are the largest organ on the planet. This is fascinating to me because the Microbiome, the bacterial population in and on our bodies, is now being referred to as the largest organ in humans.

Louie shared that the research with mushroom is only just getting started in terms of their healing properties. The Lions Mane mushroom, for example, is proving extremely effective in healing Alzheimer's disease. There are elements in this fungi that enhance and preserve neurogenesis.

He also went on and talked about Mushrooms containing Psilocybin, once adored as a preferred psychedelic drug of a hippy generation. He said that we need to ask, "Why do these mushrooms create a molecule that can give us a glimpse into the Divine?"

Regulatory authorities fearing a drug outbreak are limiting the research around this and other molecules, but initial research shows incredible impact on changing a person's capacity to self-heal.

There is so much more to learn here. There is no doubt that with Mushrooms, as with the Microbiome, we are merely scratching the surface.

I could talk about Louie all day, but I do not want to simply focus on his work with Mushrooms, because he really does share his passion for the nurturing powers of mother nature. I first started to learn about this as a documented health science over 20 years ago from my wonderful friend and globe-trotting Yogi, Neal Hoptman.

Louie shared 6 clear benefits of connecting with Nature.

- Improves performance on creative problem-solving tasks.
- Less mental distress and lower incidence of death and disease
- Faster hospital recovery
- Better educational performance
- Decrease Blood pressure, heart rate and level of stress hormones
- Improves short term memory and other executive attention skills.

The next presenter was Dr Richard Carmona, 17th Surgeon General of The United States. He shared a lot of interesting perspectives. Most notably, he outlined perhaps the biggest elephant in any Government room in the Western World.

In the US 19% of GDP is spent on health and more than 75 cents in every dollar spent is spent on preventable diseases that are all caused by lifestyle choices. He said, the future we are leaving for kids and grand kids is unsustainable.

He went on to talk about how our modern lifestyles are giving us diseases that have nothing to do with genetics. He shared that Big Pharma and Big Food are doing everything they can to keep it that way. When a person is diagnosed with high blood pressure, a GP is likely to put the person on a drug for life instead of working with the patient to explore how they are creating their high blood pressure.

It is a self-sustaining loop where fear of legal retribution makes the prescription of a drug the safest option for the doctor. But the patient is not getting the best care.

We then heard from Chris Jordan, director of Exercise Physiology, Johnson and Johnson Human Performance Institute. Chris's presentation, titled "We don't need more time, we need more energy", was interesting.

As he progressed with his presentation, I realised that when he used the word energy, he was referring to what I call attention. He was talking about the things that get in the way of us being able to keep our attention on the things we want to put it on, and what stops us putting our attention on the things we need to be putting it on.

The Key Principles of the J&J program include:

1. Manage your energy not just your time. Invest in the moment to get best value for time. Fix your energy in the moment.
2. Energy is 4 dimensional - physical, mental, emotional and spiritual
3. Oscillation - energy expenditure has to be coupled with energy recovery. Over-training or under recovery for an athlete result in the same problems. This can be done in many ways.

We then heard from the wonderful Katherine Johnstone and Ophelia Yeung talking about Wellness Communities. This is perhaps the trend for the future where people will live in perhaps smaller communities that nurture health, wellbeing and life.

Katherine talked about living in upper middle class suburban Philadelphia where everyone lives on a large block but living in a way that is designed to prevent connection with neighbours. She said she is more likely to see her neighbours at the bus stop when dropping her kids off than anywhere else. There is a profound lack of connection with other people, something we all need to sustain wellbeing.

Then Ophelia shared that whilst it might seem to the opposite, living in densely populated apartment buildings, 50% of people in Hong Kong are sedentary and disconnected. She also talked about sick building syndrome and a real wake up came when she said that 25% of people who live in urban areas in this world actually live in slums.

A Wellness community is a group of people living in close proximity who share common goals, interests and experiences in proactively pursuing wellness across its many dimensions. Some of their key points about Wellness Communities included:

Passive: is about focusing on a nurturing home environment

Action: is about getting out of the home and focusing on connection and engagement

Hardware: is the real estate

Software: is the programs and services that draw people out

Me to we: Connection, service and awareness of the impact of our choices on others.

There is significant demand in the world for this style of living and people are willing to pay a premium. Katherine and Ophelia shared, “If we want to handle growing health crisis in the world, we have to turn our attention to where we live.”

Then we heard from Frits Dirk van Paasschen, former CEO of Starwood, talking about Wellness in the Age of Disruptors. This was a great talk and I again found myself lost in his words and not taking enough notes.

But his main message surrounded new ideas coming into the world and changing things so rapidly. He said, “We are living in the age of disruption. The Digital revolution has been the catalyst.” He went on, “If I have a phone and nobody else does, it is useless. But if everyone has a phone it is indispensable.”

He shared that the average age of Fortune 500 companies is 15 years. He told us that savvy marketers understand that People are irrational and they are predictably irrational. He said that many companies are successful because they have learned to do a couple of things very, very well, and because of this they are exposed to disrupters. But it does not have to be this way.

Royal DSM - a Dutch company that started as a state-owned coal company. It saw the change coming and adjusted and is not listed Number 2 on the list of top 50 companies changing the world. [Check them out at here.](#)

Frits asked the question though. “How do we overcome our own cognitive bias?” This can stop us seeing possibility. He shared that at Starwood they noticed in China that people were beginning to book hotels on their smart phones. We needed to learn what was happening there and learn from them so that if it took on in other parts of the world, we would be ready. So, he moved his executive team to China for a few months to immerse themselves in the learning and it paid off incredibly for them.

He laughed when he said that “Nobody has 20 years of social media experience”. He went on to share his definition of insanity. Doing the same thing and expecting the same result!

We then heard from the wonderful and Courageous Professor Dean Ornish. I have been following his work for over 25 years. He talked to us about the Transformative Power of Lifestyle Medicine. If you have never seen his global best-selling Book from the mid 1980’s, “Dr Dean Ornish’s Program for Reversing Heart Disease”, get a copy. It is still deeply relevant today. That gives you an idea of how far ahead of the curve this incredible man really is.

His program is based on four major elements.

1. A Whole foods, plant based diet low in fats and refined carbohydrates.
2. Stress Management
3. Moderate Exercise
4. Psychological Support.

Put more simply, this means to Eat well, Move more, Stress less and Love more.

He shared how Western Medicine is totally focused on the symptoms and not asking the question often enough, “What is the cause”. He showed the following brilliant cartoon to demonstrate the insanity of this approach.



In the above cartoon, the characters are frenetically attempting to mop up the water, instead of turning around and shutting off the tap.

Dr Ornish's program is now being funded by Insurance Companies and Medicare across many hospitals in America. It is a 72 hour program that supports the patient to make the changes necessary to see themselves through re-creating their lives. The results are stunning with an ongoing reduction in risk.

I will write more about his work in another paper.

One stunning outcome though occurred when there were 12 patients needing a heart transplant who were placed in this program as a possibly helpful therapy whilst they awaited heart transplant surgery. These people had all been deemed to have hearts that were no longer able to sustain life and needed to be replaced. All 12 of them got better and no longer needed heart transplant surgery.

His treatment is considered radical. He said, "Which is more radical to you: Taking out a person's heart and replacing it with one from a deceased person, or changing your lifestyle". This demonstrates the profound absurdity of Western Medicine.

Finally, another noticeable outcome of the Ornish Program is that genetic testing showed that Oncogenes, the genes that promote prostate, breast and colon cancer were all down-regulated – turned off. More on this later.

Finally, Professor Ornish talked about the major ingredient required to support change of lifestyle. He said that fear, even fear of death, doesn't work. But love and inspiration do. When people decide to make change for the betterment of others and feel loved and cared for in that process, then they do make change and the change is sustained.

The simple message here is this. If you do wish to lose weight and get yourself healthy, ask yourself who else will benefit, and why they will and what will be the ongoing impact. Are you up for taking the stretch through the hardship and discomfort to deliver these benefits to the ones you love?

Then came the incredible Dr Mehmet Oz talking about – “The Plague of the Modern Era is Insanity”.

Dr Oz, well known across the world for his weekly TV show is one of the World's Leading Heart Surgeons. My very first impression of this man is someone who just cares deeply. And I feel that it is his care that has made him stretch wellbeing the accepted lines of his profession to educate the world.

He said that in the 19th century the major plague was infection. In the 20th century it was chronic diseases like cancer and heart disease. In the 21st century it is the inability to be happy; Mental illness.

He talked about programs across America treating addiction. He said that Addiction treatment is a highly profitable business. Street programs put addicts into a rehabilitation program that put people on alternative drugs that keep them dependant, then they step out into the world and before long are addicted again, ready for a new bout of rehab. He pleaded that we need more good people to stand up and Shine a light on these things.

He shared the dilemma of people making change. They fear that if they try to change and they it does not work, they will be rejected and no longer loved. In an interview with Charlie Sheen, Sheen stated, “I gotta be different to succeed but I gotta fit in”.

Some solemn advice came from Dr Oz. It was just line among many but it landed like a brick in my universe. He said, “But the way out is to grow by contributing”.

He also said that talking facts does not work. Helping people to get a more flexible viewpoint works then the facts start fitting in. This is true education. He also talked of some other incredible anomalies.

He said, “You can't aim to be average in blood pressure. In America, the average person dies of heart disease.”

He also stated that “Poor sleep is the single most unappreciated problem in the world.” People are stressed out. They have lost their balance between Ambition and Intimacy. He said people strive through Ambition to make a difference by being uniquely successful, and then seek Intimacy by fitting in and focusing on connection. There seems to be a delicate balance here that is not working for many people.

He shared that what seems to be holding people back are Time, Money, Knowledge and fear of Change. But through Growth and Contribution we can transcend these limitations. He shared his tips for how to change.

1. Feelings change minds more than facts.
2. Make it easy to do the right thing.
3. Adore your solutions.
4. Live the good life.

What he is talking about here is a major shift in perspective. This takes care, contemplating and vulnerability. So when choosing exercise, an alteration in diet, correcting poor habits that interfere with sleep and curbing addictions, a loving approach is needed. Looking at this as an arduous regime that must be endured takes away all the love and inspiration required to see it through.

Choosing to love it all, brings the program into a new light and gives it life.

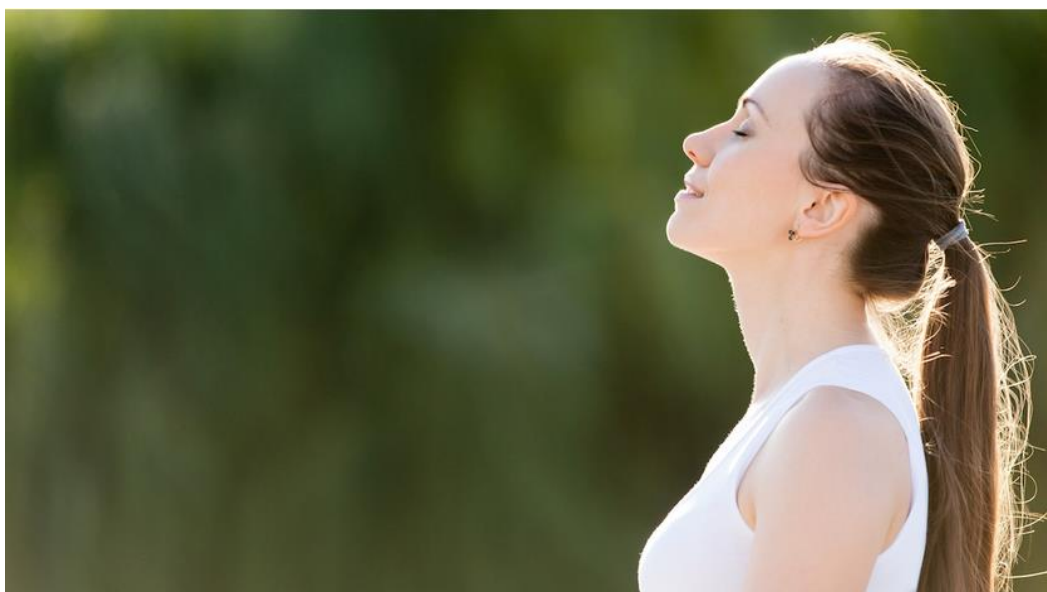
Finally, he shared that many people struggling with pain are using opiates and narcotics. He said “Opiates and narcotics are the major cause of accidents. They are addictive and dangerous, yet everyone is scared of medical marijuana which is a powerful pain reliever.

Final Point. During some Round Table Discussions during the afternoon, Dr. Vincent Apicella noted, and was supported by several other Doctors around the table, “Most physicians learn about how to treat degenerative disease, not at University but from a pharmaceutical rep.”

I will leave it on that sobering note.



Neuroscience, beauty and wellness links to be key at 2017 GWS



This year's Global Wellness Summit will delve into the emerging connections between neuroscience, beauty and wellness.

A key topic at the conference – which will be held in Florida in October – will be the science behind beauty and its emotional impact, an emerging area of research.

There will be keynotes from three experts on the neuroscience of beauty – Dr Anjan Chatterjee, professor of neurology at The University of Pennsylvania and chair of neurology at Pennsylvania Hospital, Nancy Etcoff, assistant clinical professor at Harvard Medical School and psychologist at the Massachusetts General Hospital Department of Psychiatry; and Dr Lisa Ishii, chief quality officer for clinical best practices for the Johns Hopkins Health System and senior medical director for clinical integration in the Office of Johns Hopkins Physicians.

Dr Chatterjee will present findings from a new research project undertaken with the Global Wellness Summit, which looks at biases against people with facial disfigurements and how to best overcome them, as well as the concepts that best bridge beauty and wellness in order to develop practical operations to resonate with consumers.

Check out five global wellness trends already at work in Palm Beach

LIFESTYLE By Aleese Kopf - Daily News Staff Writer



The architecture of a symmetrical house planned for 1230 N. Ocean Way reflects principles of Maharishi Vedic architecture, based on ancient Sanskrit texts from India. Rendering courtesy Smith and Moore Architects

Posted: 3:11 p.m. Wednesday, May 17, 2017

Florida, and Palm Beach in particular, is quickly becoming a world leader in the wellness market.

The beautiful weather, calming beaches and serene landscape are no longer the only reasons people visit the island to recoup. They also choose Palm Beach for its spas, health facilities, hospitality and general attention to physical and mental well-being, tourism officials say.

The **Global Wellness Summit**, which bills itself as the premier conference for the \$3.7 trillion global wellness industry, recently held a news conference at The Breakers to discuss Florida's wellness market and promote its upcoming summit. The event takes place Oct. 9-11 at the resort and will include dozens of wellness experts, including former U.S. Surgeon General Richard Carmona and celebrity doctors Andrew Weil and **part-time resident Dr. Oz**.

Recent summits were held in Austria, Mexico City, Morocco, New Delhi and, in 2012, in Aspen, Colo. The inaugural summit was at the Waldorf Astoria in New York City in 2007.

At the recent news conference in Palm Beach, summit organizers **identified five trends** showing how Florida is a leader in the wellness market. Evidence of all five can be found in Palm Beach.

1) Lifestyle real estate — Homes and communities designed for a residents' physical, mental, social and environmental health.

In Palm Beach, many residents are fortunate enough to be able to design homes to feature gyms, sun rooms, loggias, pools and myriad other spaces that promote wellness.

Last year, Dr. Antoine "Tony" Nader and his wife, Velia, **had a North End house designed** that adheres to strict architectural and planning principles based on ancient Sanskrit texts from India. Proponents of Vedic architecture say that by carefully aligning a building on its site and including specific design elements, a structure will nourish the well-being of its occupants.

RELATED: A renovated house on North Ocean Way has served as a serene retreat

2) "Conscious travel" — Consumers choose destinations based on how well the business values people and the environment.

Hotels and resorts in Palm Beach are front-runners in hospitality and acutely aware of how image affects brand.



The team from Two North Breakers Row, pictured, was the top performing team with The Breakers. Courtesy of Palm Healthcare Foundation ... [Read More](#)

The Breakers embeds **volunteerism** into its corporate culture and frequently organizes employee wellness campaigns. A team from the resort **recently finished in the top 10** of the month-long Let's Move: Commit to Change Physical Activity Challenge.

RELATED: Town employees compete via Fitbit



More than 20 town officials share competed last year in a Fitbit challenge. Andres David Lopez / Daily News File Photo ... [Read More](#)

3) Genetic testing — DNA, personal biomarker and epigenetic tests

These tests can reveal information about diet, exercise, stress and the environment, letting patients know the likelihood of developing certain health conditions. They also allow doctors to understand which of a patients' genes can be modified to improve personal health.

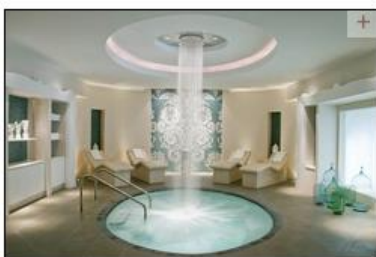


Thomas Peterffy, left in front, and his team at Holistic Integrative Health stand near what the group says is the only ... [Read More](#)

Palm Beachers already are thinking about this type of testing. Billionaire Thomas Peterffy recently opened a **members-only concierge medical wellness center** offering similar services focused primarily on longevity, preventive care and quality of life.

RELATED: Genetics database, new therapies receive praise

4) Mental wellness — The health of the mind is becoming just as important as physical health.



Eau jacuzzi with rain shower. Coutesy Eau Palm Beach

Resorts, spas and fitness centers on the island are ramping up their programs to focus on mental wellness offerings. The Eau Palm Beach Resort & Spa **has a Forbes Five-Star spa** focused on mental and physical wellness. Several other spas, exercise studios and therapy offices on the island also offer services geared toward improving mental health.

RELATED: Four Seasons teams up with plastic surgeon to create private care

5) The science of happiness — New studies, such as the [World Happiness Report](#), go beyond measuring money to analyzing social support, trust, generosity and other mental wellness factors.

Mayors and city leaders locally and nationally are working on ways to make their cities happy. Media organizations frequently develop lists such as “happiest cities to work in” and “happiest places to live.”

Palm Beach scored high on a [Palm Beach Chamber of Commerce survey](#) from 2015. Residents said the island is beautiful, safe, social and civic, but it could be more welcoming.





Wellness Trends For People Who Are Bored Of Smoothie Bowls



🕒 23/03/2017 09:27 GMT | 🔄 Updated 24/03/2017 09:25 GMT



Claudia Canavan

Commercial food and lifestyle editor at
HuffPost UK.

Rave-style exercise classes, maca powder, Paleo. Health scene movements operate such a revolving door policy that keeping up with what's valuable and what's a waste of time is tricky.

To help you filter out the stuff that is likely to add a positive impact to your life, here are some fad-free ideas that are (relatively) easy to incorporate into your day.

1. Clean sleeping

Sleeplessness costs the UK economy £40bn a year, according to a [2016 study](#). But learning how to optimise your slumber – for better moods, energy levels and control over sugar cravings – is a key movement this year. The HuffPost's founder Arianna Huffington's second book, *The Sleep Revolution*, hones in on better rest, the luxe mattress market is booming, while Gwyneth Paltrow introduced the phrase 'clean sleeping' in *Clean Beauty*, the book from her lifestyle website, Goop. Sure, some of her recommendations (including buying a £50 pillow infused with copper) are a little wacky, but other thoughts make sense. Have an unwind routine, in which you dim the lights in your bedroom. Wear clean, comfy pyjamas, keep any gadgets out of your room to avoid their blue light keeping you awake, and try to get a couple of hours in before midnight.



PEOPLEIMAGES VIA GETTY IMAGES

2. Zoats

Not a character from a sci-fi film, but, instead, a mix of oats and courgette (the 'z' comes from zucchini, as Americans call the summer squash.) Sounds a little odd, but grating the veg into a pan of oats, along with whole, semi-skimmed or lactose-free milk is big on the health scene, with over [45,000 posts](#) on Instagram showing the garden-toned breakfast. As well as dosing up on extra goodness first thing, stir through chopped flaxseed for an omega-3 boost and pumpkin seeds for crunch.



ANNAPUSTYNNIKOVA VIA GETTY IMAGES

3. Protein pancakes

It's time to eat pancakes more than once a year. Rather than lemon-and-sugar drowned crêpes, though, these are day-fuelling numbers. Mix one very ripe banana with two beaten eggs and a handful of oats. Ladle two servings into a hot pan with a slick of melted butter or spread and cook for two minutes on one side, before flipping and cooking on the other. Serve with Greek, natural or lactose-free yoghurt and sliced seasonal fruit. True morning goals.



VLADISLAV NOSICK VIA GETTY IMAGES

4. Sober-curiosity

Since reformer pilates and juicing became status symbols to rival designer handbags, there's been a spike in quality alternatives to booze. The 'sober curious' movement, spearheaded by New York-based British journalist [Ruby Warrington](#), is about cutting down on alcohol, if not forgoing it completely. ([One in five](#) UK adults is now teetotal, according to research from the Office For National Statistics, so that's on the up, too.) Making it a smoother transition are new drinks like Seedlip, an 'alcohol-free spirit' that's distilled with botanicals and can be mixed with tonic and served over ice, as well as bars like Dandelyan at Mondrian London, who are muddling new gen mocktails using homemade spirits, spice blends and cold brew coffee.



REZ-ART VIA GETTY IMAGES

6. Labneh

Stupidly easy and super good for you. Simply take a pot of Greek, natural or plain lactose-free yoghurt and place into a clean cotton tea towel. Tie up the four corners around your kitchen tap and leave to strain over the sink overnight. The next day, jar it up for a calcium and protein-packed spread.



7. Wellness holidays

In days gone by, booking five days of acroyoga in the Californian desert would be something triggered by personal crisis – and would require very deep pockets. But according to the Global Wellness Summit's 2016 [report](#), 2017 is the year that going away for a reboot, rather than to party hard, becomes more widely accepted and available. The report forecasts a 'Wellness Tourism 2.0,' in which more people fly to warm destinations for periods of meditation, exercise and rest, in environments that level out as nearer the cost of a 'normal' break. It may be time to retire your glowsticks.



GOODLIFESTUDIO VIA GETTY IMAGES



Shark Tank of Wellness Student Global Competition 2017 (Win \$10,000 in prizes and a trip to Florida)

Posted by Opportunity Desk On March 26, 2017 0 Comment

Deadline: May 15, 2017

Entries are invited for The "Shark Tank of Wellness" competition is a unique global challenge in which university students have the opportunity to submit their most innovative, impactful idea for the wellness industry. They define the wellness industry broadly and are looking for innovations in sectors as varied as architecture/design, beauty, education, fitness, hospitality, investment, medicine, nutrition, real estate, spa, technology, travel, tourism, and more.

Submissions should take the form of a **written application** as well as a **short one to two minute video presentation** of the idea. The wellness industry is currently valued at over USD \$3.7 trillion, thus providing ample opportunity for people with great ideas!

Prizes and Benefits

- First Prize: One (1) first-prize winner will receive USD \$5,000
- Second Prize: One (1) second-prize winner will receive USD \$3,000
- Third Prize: One (1) third-prize winner will receive USD \$2,000

Additional non-cash prizes:

The top three finalists will be flown, along with their professors, **to the annual Global Wellness Summit (GWS) held October 9-11** at The Breakers in Palm Beach, Florida. Here, they will present their business idea to the attending Summit delegates — a “who’s who” in the global wellness world. Several business leaders will act as “Wellness Sharks” and ask questions of the students, who will defend their innovation and make a business case for its feasibility. This is a priceless opportunity to meet and learn from global visionary leaders.

Eligibility

- The competition is open to both individuals and teams of students over the age of 18 from anywhere in the world. **There is no entry fee.**
- The contestant(s) must be an **undergraduate student** (working towards a two year diploma or four year Bachelor’s degree) or **graduate/post-graduate student** (working towards a masters, MBA, JD, MD, or PhD degree) in a university or college of distinction at the time they develop and submit their concept.
- The contestant(s) must be either a **full-time or part-time student** at the university or college, and must have a **professor or faculty advisor** who serves as a mentor to them.
- If a team is chosen as one of the top three finalists, the **team leader** will be flown to Palm Beach, Florida along with his/her professor or faculty advisor.

Requirements

- *Video length:* Video must be between one to two minutes.
- *Video submission:* Video must be uploaded on the contestant’s YouTube or Dailymotion account (Please refer to [YouTube’s](#) and [Dailymotion’s](#) upload guidelines for more information).

How to Enter

1. **REGISTER** for the contest online: Anyone interested in participating in the competition must register by completing the following [Entry Form](#). Contestants will receive regular updates by email regarding the competition.
2. **SUBMIT** your innovative idea: Please complete and email your [Concept Submission Form](#) to sharktankofwellness@globalwellnesssummit.com no later than **May 15**. The Concept Submission Form includes a link to your one to two minute video presentation.

american spa

Global Wellness Summit Announces 2017 Summit Theme

by *Samantha Reed* | Mar 23, 2017 10:06am



The **Global Wellness Summit** (GWS) will focus its upcoming 2017 conference around the theme of “Living a Well Life.” The programming will put the spotlight on how the future of wellness will impact the individual and on how new wellness concepts can transform all aspects of life. The conference will be held at The Breakers Palm Beach (FL) October 9 to 11. The Breakers Palm Beach sits on a palm-lined beach and plays host to a number of outdoor wellness and fitness activities, including a brand new indoor-outdoor spa. The Summit will host a Networking on the Sand event where executives and attendees can get to know one another and form new collaborations, business investments and relationships.

Three co-chairs are responsible for organizing the Living a Well Life event, Gerry Bodeker, Ph.D, Maggie Hsu, and Clare Martorana. The three professionals worked together creating the theme for the event as well as topics of the Summit, including the future of major wellness sectors like beauty, travel, spa, fitness, nutrition, and the environment. Because the theme places the individual at the center of the wellness conversation, attendees will hear from experts about latest breakthroughs as well as participate in them themselves. Guests will enjoy activities from personal biomarker testing to seeing how virtual reality is being applied to wellness, and more.



GWS announces 2017 theme and chairs

Mar 23, 2017 [Like 0](#) [Tweet](#) [Pin it](#) [Share](#)



Image: Left to right, Maggie Hsu, Gerry Bodeker and Clare Martorana on stage with GWS chairman and CEO Susie Ellis, Denise Bober, vice president of human resources at The Breakers, and Amy Retay, director of spa operations at The Breakers

The Global Wellness Summit (GWS) has announced the theme and co-chairs for this year's event.

The 2017 summit, taking place at The Breakers Palm Beach resort in Florida on October 9-11, will be held under the theme of Living a Well Life.

Areas of focus will include wellness science and technology; mental wellness; workplace wellness; and wellness communities, healthy buildings and wellness architecture.

Specifics covered will range from sleep science, fitness trackers and the neuroscience of beauty, to the latest research on people's preferred working patterns and the creation of buildings and communities centred around living a well life.

The event is also set to analyse the future of the wellness market, looking at industry sectors including spa, beauty, travel, fitness, nutrition, medicine and the environment.

The 2017 summit will have three co-chairs: Dr Gerry Bodeker, Maggie Hsu and Clare Martorana. Bodeker researches and advises on wellness and integrative medicine, and is adjunct professor of epidemiology at Columbia University.

He also works with governments, UN bodies and private sector companies around the world on the development of wellness strategies.

Bodeker said: "As Chair of the Global Wellness Institute's Mental Wellness Initiative, I'm excited about shaping an agenda that will recognise the surge of interest worldwide in mental wellness, and that will expand the understanding of the broad spectrum of paths to mental wellbeing and higher human potential."

Maggie Hsu is an advisor for online retailer Zappos and a member of the Global Shapers Community, a worldwide hub of high-achieving young professionals, and an initiative of the World Economic Forum.

Clare Martorana is a digital media executive whose experience includes roles as president of consumer business at healthcare marketing platform Everyday Health, and general manager of health information provider WebMD.

Martorana is currently a member of the United States Digital Service, a startup White House initiative set up in 2014.

american spa

Second Annual Shark Tank of Wellness Open for Entries

by Samantha Reed | Mar 28, 2017 1:05pm



The **Global Wellness Summit (GWS)** is inviting students to partake in the summit's second-annual "Shark Tank of Wellness" student competition. The GWS is taking submissions for the 2017 competition now through May 17. Last year, the event attracted over 70 entries from 17 different countries. To enter, students must submit a written application along with a short video highlighting an innovative concept, product, or service for the wellness industry. The contest is open to university students (both undergraduate and graduate) from around the world, and the top three finalists (and their professors) will be flown to the 2017 GWS at **The Breakers, Palm Beach (FL)** to compete for in person for the prize money. The first place winner will receive \$5,000; second place will receive \$3,000; and third place, \$2,000. Students will be judged based on the business viability of their concept, which can serve any aspect of the wellness industry from technology to architecture to spa design. The judges will be composed of a panel of real-world wellness experts who will question the students in front of a live audience of over 500 executive business and thought leaders in the global wellness industries. There is no fee to enter the competition, and in addition to the prize money, airfare, and hotel accommodations, all three finalists and their professors will attend the three-day conference, including all general sessions, breakout discussions, industry forums, and a gala social event. The event is sponsored by Chiva-Som International Health Resort (Thailand), ESPA, Jane Iredale Mineral Cosmetics, ResortSuite, and Jacqueline Piotaz Switzerland, and executives from each company will judge the submissions as "wellness sharks." "The success of the inaugural 'Shark Tank of Wellness' competition was overwhelming and truly underlined just how has global 'wellness innovation' really is," says chairman and CEO Susie Ellis. "Whittling the field down to just three finalists is a huge, but extremely gratifying, challenge—and I know both the GWS team and our 'wellness sharks' are looking forward to reviewing this year's thought-provoking and inspirational entries."

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Issue 57 | April/May 2017 | www.europeanspamagazine.com



ITALIAN INSPIRATION
'Psycho-emotional' awakening
at Vair Spa, Borgo Egnazia

ATTRACTING TALENT
Recruitment and retention tips
in our Spa Careers Masterclass

AN ISLAND OF CALM
The new spa for all seasons at
Serenitas, Park Hyatt Mallorca

FINISHING TOUCHES
Our Expert Guide to the best in
tanning, brows and makeup

GWS 2017 to focus on 'Living a Well Life'



GLOBAL: Organisers of the Global Wellness Summit (GWS) have revealed that its theme this year will be 'Living a Well Life'.

Subjects such as mental wellness, wellness technology, workplace wellness and integrative approaches will figure prominently on the agenda, which has been shaped by the Summit's three co-chairs – integrative medical advisor Dr Gerry Bodoker; Maggie Hsu, an advisor at Zappos.com; and digital health and wellness expert Clare Martorana.

Taking place from October 9-11 at The Breakers, Palm Beach in Florida, US, the invitation-only event's host property will also be its lead sponsor.

Bringing together key figures from the \$3.72 trillion (€3.49 trillion, £3.04 trillion) global wellness industry, the 2017 GWS promises a vibrant lineup of speakers and topics, according to GWS chairman and CEO Susie Ellis.

"Bringing the Summit back to the US, whose last



Dr Gerry Bodoker

Maggie Hsu

Clare Martorana

gathering took place in collaboration with the Aspen Institute in Colorado, opens up great opportunities for a dynamic agenda that includes visionaries and entrepreneurs who make up one of the largest and most innovative wellness markets in the world," she said.
www.globalwellnesssummit.com

Preflight pampering at Virgin Atlantic Clubhouse spa



UK: Virgin Atlantic has revitalised the spa offering within its new Clubhouse at the Gatwick North Terminal.

The airport spa area has double the amount of treatment rooms that the previous Clubhouse offered to enable more guests to enjoy some pre-flight pampering.

The Clubhouse's product partnerships will include Dr Hauschka and CND Shellac.

Commenting on the new spa debut, Rebecca Creer, manager of Virgin's Clubhouse spas and salons, said: "We are constantly evolving our spa offering in order to cater for our customers' needs and the ever-growing demand for spa services within an airport environment."

"Our new Gatwick spa gives guests the option of longer, relaxing treatments in private rooms or having beauty treatments such as manicures in the more sociable nail bar, so there's a little something for everyone."
www.virginatlantic.com

Diary dates

Spa Life International, Germany

May 9-10, 2017

Toscana Terme, Bad Orb, Germany

Debuting last year, Spa Life International will be returning to the Hotel an der Terme (incorporating Toscana Terme) in Bad Orb for an event that will combine the Spa Life Forum, Conference, a SPA-RTY and a supplier showcase and expo.
www.spa-life.international

Forum HOTel & Spa

June 1, 2017

The Four Seasons Georges V Hotel, Paris, France

The tenth edition of this celebrated meeting point for Europe's leading influencers in spa, hospitality and wellbeing. Featuring knowledge sharing sessions on the best present and future practices as well as the Black Diamond Award.
www.forumhotspa.com

SPATEC Europe

June 14-17, 2017

The Ritz-Carlton, Abama, Tenerife, Spain

European buyers with global business interests, leading hotel, resort, destination, medical and day spa operators and an exclusive selection of suppliers enjoy two days of face-to-face meetings and international speaker sessions.
www.spateceu.com

Spa Life International, Ireland

June 19-20, 2017

The Osprey Hotel & Spa, Naas, Co. Kildare, Ireland

2017 sees the debut of Spa Life International in Ireland. Supported by Fáilte Ireland and Meet in Ireland, the event will combine a conference and meetings forum with networking opportunities.
www.spa-life.international

Global Wellness Summit

October 9-11, 2017

The Breakers, Florida, US

The 11th GWS returns to the US to unite leaders, influencers and visionaries to positively impact and shape the future of the global wellness industry with interactive sessions and panel-led discussions.
www.globalwellnesssummit.com

Share your appointments, announcements, launches and diary dates with our News editor Sarah Todd. Call +44 (0) 115 950 4748 or email sarah.todd@spapublishing.com

The Sound of Silence

WELLNESS TIPS

By Rona Berg / March 29, 2017



Spas are emerging as true sanctuaries, places for contemplation where you can literally turn off the noise

photo credit: Thomas Hart Shelby

Have you ever tired of the constant buzz that you hear around you? People walking down the street talking into the air, the sound of someone's cell phone (or yours), the chatter that disrupts your peace and quiet wherever you go?

Modern life is crazy, cluttered and noisy, and all that noise, along with the hum of technology, is contributing to stress. According to the American Psychological Association, 75 percent of adults reported experiencing moderate to high levels of stress in the past month and nearly half reported their stress has increased in the past year. The American Institute of Stress found 80 percent of workers feel stress on the job and nearly half say they need help in learning how to manage it.

Dialing down the noise is something many of us seem to need right now. Of course, mind-body modalities like yoga and meditation, and digital detox, are extremely popular. I've been to dinner parties lately where hosts ask their guests to turn over their cell phones for the duration of the meal. But clearly we need more. That is why innovative wellness spas and destinations around the world are surrounding us with silence.

According to the Global Wellness Institute (GWI), the first completely "Silent Spa" recently opened at [Austria's Therme Laa Hotel](#), with a space designed by architect Wolfgang Vanek, who was inspired by places of worship.

[Germany's Brenners Park](#) has added "digital kill switches" to create totally silent rooms and [Eremito](#), in Italy, offers silent, candlelit dinners with no WiFi or cell phone service.



Photo Credit: Austria's Therme

With the growing popularity of "wellness monasteries," there is the appeal of spas that are inspired by monasteries (and the soul-searching contemplatives who inhabited them), or, like Italy's [Monastero Santa Rosa](#) or Quebec's [Le Monastère](#), are literally transformed from them.

Always a leader in digital detox, [Rancho La Puerta](#), in Tecate, Mexico, offers limited cell phone service and restricted WiFi, with a cell phone ban in public areas. Now, every Thursday evening, The Ranch also offers a Silent Dinner, free of conversation, so that you can hear yourself think. At L'Apothecary Spa at [L'Auberge de Sedona](#), the Silent Massage offers a facial acupuncture massage while guests practice breathing techniques to quiet the mind, in silence. The Currents Spa at [The Cape](#), a [Thompson Hotel](#) in Cabo San Lucas, was designed by architect Javier Sanchez so that the hallways capture the sound of the ocean breeze. No music is piped through public spaces or treatment rooms at the spa, so that guests can enjoy the quiet natural setting in peace, with the calming sound of ocean waves as backdrop.

[The Mandarin Oriental](#) featured a one-night Silent Night initiative in December, across its spas worldwide, with spa treatments intended to encourage inner peace and mindfulness. They also launched Digital Wellness Packages, where guests give up cell phones during the duration of their treatment, which may include mindfulness activities like journaling. And, when guests reclaim their phones, they come back with a tip sheet from the Mayo Clinic on how to clear mental chatter and create a healthier, more balanced relationship with technology.

In its 2017 Trends Report, Visit Scotland even highlighted silence in its tourism campaign called "Silence is Tartan/The Deafening Silence of Wellbeing," positioning the country as one of the quietest places on the continent, and suggesting that businesses promote the health benefits of Scotland by highlighting its peace and tranquility.

According to Chris Greenwood, senior tourism insight manager of Visit Scotland, "Well-being and mindfulness are a growing global movement. By combining the tranquility conveyed by Scotland's landscape with the quality of the heritage and culture alongside the warmth of welcome, Scotland delivers to the visitor a comprehensive opportunity to embrace natural well-being and mindfulness."

And a great way to listen to the sound of silence.



Spa Life

2017 theme for global wellness summit

20th Apr 2017



The theme for the 2017 Global Wellness Summit will be 'Living a Well Life', putting the spotlight on how the future of wellness will impact the individual and how new wellness concepts will transform every aspect of human life.

The conference, which takes place from 9-11 October at the 121-year-old, eco-conscious resort Breakers Palm Beach in Florida, will have a major focus on wellness technology, mental wellness, workplace wellness, and wellness real estate/communities.

And because the theme places the individual at the centre of the wellness conversation, delegates will not only hear from experts about the latest breakthroughs, they will be able to experience them: from personal biomarker testing to how virtual reality is being applied to wellness.

The Summit, which is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.7 trillion global wellness economy, is held in a different location each year.

This year's 11th annual conference will analyse the future of major wellness sectors, including beauty, travel, spa, fitness, nutrition, medicine and the environment.

The agenda is being shaped by three co-chairs. Dr. Gerry Bodeker, whose doctoral studies were at Harvard, researches and advises on integrative medicine and wellness. Maggie Hsu is an Adviser at Zappos.com, a leading online retailer headquartered in Las Vegas specializing in shoes and clothing. Clare Martorana is a global digital media executive, who recently served as president of Everyday Health's consumer business after a career as senior vice president, general manager and editor-at-large for WebMD.

<http://www.globalwellnesssummit.com/2017-summit/>



Seven Pioneers in Medical Wellness to Keynote at the 2017 Global Wellness Summit

Posted on April 19, 2017 by Shari Barbanel in Top Headlines



**GLOBAL WELLNESS
SUMMIT**
JOINING TOGETHER. SHAPING THE FUTURE.

The [Global Wellness Summit \(GWS\)](#) recently announced that an all-star lineup of integrative medicine leaders will present at the 2017 conference: Dr. Richard Carmona (former U.S. Surgeon General), Elissa Epel, PhD (telomeres research pioneer, UCSF), Dr. Paul Limburg (Professor of Medicine, Mayo Clinic), Dr. Mehmet Oz (Professor of Surgery, Columbia University and host, "The Dr. Oz Show"), Dr. Kenneth R. Pelletier (Professor of Medicine, University of Arizona and UCSF), Dr. Michael Roizen (Chief Wellness Officer, The Cleveland Clinic) and Dr. Andrew Weil (founder, University of Arizona Center for Integrative Medicine and renowned alternative medicine expert).

An advertisement for Las Vegas hotels. It features a night view of the Las Vegas skyline with the 'Las Vegas Hotel' text in the top right corner. Below the image, it says 'Save Big On Your Next Trip to Las Vegas' and 'Best Price GUARANTEED.' The 'priceline.com' logo is on the left, and a green 'Book Now' button is on the right.

Together, this heavy-hitter roster of experts has transformed the way the world thinks about both wellness and medicine, leading the charge for more holistic, preventive approaches that—as chronic disease and health care costs soar—represent one of the most critical trends in the world today. They span celebrity doctors who have brought the “wellness message” to hundreds of millions of people worldwide to doctors who are spearheading a new focus on wellness and prevention at revered medical institutions like the Mayo and Cleveland Clinics. The 2017 Summit theme is “Living a Well Life,” focusing on how new wellness concepts will impact every aspect of an individual’s life. And these leaders, who impact countless individuals’ lives, will keynote on everything from the latest in mind-body medicine and sleep science to the coming wave of personal biomarker and DNA testing. The 11th-annual conference is being held at The Breakers, Palm Beach, FL from October 9-11, 2017.

“The annual Global Wellness Summit has proven to be the premier convener of health and wellness thought leaders from around the world,” said Richard Carmona, MD, MPH, FACS, and 17th Surgeon General of The United States. “This year’s unprecedented meeting in Florida will define the essential role of wellness in a world desperately in need of health innovation and disruption.”

“This may be the most influential, inspiring and diverse group of medical-wellness pioneers ever assembled on a conference stage,” noted Susie Ellis, GWS CEO and chairman. “And delegates will have the opportunity to interact with them one-on-one during the many networking sessions, lunches and roundtables where casual discussions take place. It will be unprecedented access, something the Summit is known for.”

For more information, visit www.globalwellnesssummit.com/2017-summit/.

18 Apr 2017

Dr Oz among seven medical wellness pioneers to keynote at 2017 GWS

BY JANE KITCHEN



Dr Mehmet Oz, MD, is Professor of Surgery at Columbia University and has won seven Daytime Emmy® Awards for "The Dr. Oz Show"

The Global Wellness Summit is bringing an all-star lineup of integrative medicine leaders to its 2017 conference in Palm Beach, Florida, where this year's theme is "Living a well life."

Presenters include Dr Richard Carmona, former US Surgeon General; Elissa Epel, PhD, a telomeres research pioneer at the University of California San Francisco; Dr Paul Limburg, Professor of Medicine at the Mayo Clinic; Dr Mehmet Oz, Professor of Surgery, Columbia University and host of Emmy Award-winning television show "The Dr. Oz Show"; Dr Kenneth Pelletier, Professor of Medicine at the University of Arizona and UCSF; Dr Michael Roizen, chief wellness officer at The Cleveland Clinic; and Dr Andrew Weil, founder of the University of Arizona Center for Integrative Medicine.

The 2017 Summit will focus on how new wellness concepts will impact every aspect of an individual's life, and they keynotes will speak on everything from the latest in mind-body medicine and sleep science to the coming wave of personal biomarker and DNA testing. The 11th-annual conference is being held at The Breakers from 9 to 11 October, 2017.

"This may be the most influential, inspiring and diverse group of medical-wellness pioneers ever assembled on a conference stage," noted Susie Ellis, GWS CEO and chair. "And delegates will have the opportunity to interact with them one-on-one during the many networking sessions, lunches and roundtables where casual discussions take place. It will be unprecedented access, something the Summit is known for."

Dr Carmona, who was the 17th Surgeon General of The United States, said: "The annual Global Wellness Summit has proven to be the premier convener of health and wellness thought leaders from around the world. This year's unprecedented meeting in Florida will define the essential role of wellness in a world desperately in need of health innovation and disruption."

More on the presenters:

Richard H. Carmona, MD, M.P.H., FACS, was the 17th Surgeon General of the United States. He is also a combat decorated U.S. Army Special Forces Veteran and a Distinguished Professor at the University of Arizona, with a wide range of training and experience in healthcare management, clinical care and research. He's currently the Vice Chairman of Canyon Ranch, President of the Canyon Ranch Institute, and serves as Director on several large, publicly traded corporate boards and several private companies.

Elissa Epel, PhD, is Professor at the University of California, San Francisco (UCSF), with a research focus on how chronic psychological stress accelerates biological aging; the interconnections between emotions, eating, metabolism and weight; and the effects of mindfulness. A member of the National Academy of Medicine, she has won many awards for her research. Epel co-wrote (with Nobel Laureate, Elizabeth Blackburn) "The Telomere Effect: The New Science of Living Younger Longer", a 2017 New York Times bestseller.

Paul Limburg, MD, M.P.H., is Professor of Medicine, Mayo Clinic College of Medicine and consultant in the division of gastroenterology and hepatology. He also holds a joint appointment in the division of preventive, occupational and aerospace medicine and serves as medical director for several business units at Mayo Clinic responsible for defining or delivering health and wellbeing expertise within and beyond the organization.

Mehmet Oz, MD, is Professor of Surgery at Columbia University and has won seven Daytime Emmy® Awards for "The Dr. Oz Show". He directs the Complementary Medicine Program at New York Presbyterian Hospital; participates in 50 heart surgeries a year; has authored over 400 publications, including seven New York Times' bestsellers; has received numerous patents; and hosts the internationally syndicated "Daily Dose" in 134 radio markets and a newspaper column in 175 global markets. He has received numerous global accolades, from being named one of TIME magazine's "100 Most Influential People" to a Global Leader of Tomorrow by the World Economic Forum.

Kenneth R. Pelletier, PhD, MD, is Clinical Professor of Medicine at the University of Arizona and the University of California, San Francisco. At UCSF, he is Director of the Corporate Health Improvement Program (CHIP), a collaborative research program between CHIP and 15 of the Fortune 500. He is Chairman of the American Health Association; medical and business consultant to high-profile organizations like the U.S. Department of Health and Human Services and the World Health Organization; and has published over 300 professional articles on behavioral and integrative medicine, disease management, worksite interventions, and epigenetics. The author of 13 books, his next, "Change Your Genes, Change Your Life", will be published this year.

Michael Roizen, MD: Since 2008, Dr. Roizen has served as Chief Wellness Officer at Cleveland Clinic, the first such position at a major U.S. healthcare institution. He's also Chairman of the Wellness Institute at Cleveland Clinic; has published 175+ peer-reviewed scientific papers, 100 textbook chapters, and four medical books; received 13 U.S. (and many foreign) patents; and hosted six PBS specials. His "RealAge" and "YOU" series of books have sold millions of copies, have been translated into 44 languages, and resulted in four #1 New York Times' bestsellers (more than any other physician).

Andrew Weil, MD, is Founder and Director of (and Clinical Professor of Medicine at) the University of Arizona Center for Integrative Medicine, the leading global effort to develop a comprehensive curriculum in integrative medicine. He is editorial director of the popular website, Dr. Weil.com; has appeared in numerous PBS programs; and is founder of the Weil Foundation, Healthy Lifestyle Brands, and True Food Kitchen restaurants. An internationally recognized expert on medicinal plants, alternative medicine, and medical education reform, he's authored many scientific articles and 15 popular books - and Oxford University Press is currently producing the Weil Integrative Medicine Library, a series for clinicians in various medical specialties.



Seven Pioneers in Medical Wellness to Keynote at the 2017 Global Wellness Summit

Historic Line-Up of Internationally Recognized Doctors: from Dr. Richard Carmona to Dr. Andrew Weil to Dr. Mehmet Oz

MIAMI, FL. April 24, 2017 - The Global Wellness Summit (GWS) today announced that an all-star lineup of integrative medicine leaders will present at the 2017 conference: Dr. Richard Carmona (former U.S. Surgeon General), Elissa Epel, PhD (telomeres research pioneer, UCSF), Dr. Paul Limburg (Professor of Medicine, Mayo Clinic), Dr. Mehmet Oz (Professor of Surgery, Columbia University and host, "The Dr. Oz Show"), Dr. Kenneth Pelletier (Professor of Medicine, University of Arizona and UCSF), Dr. Michael Roizen (Chief Wellness Officer, The Cleveland Clinic) and Dr. Andrew Weil (founder, University of Arizona Center for Integrative Medicine and renowned alternative medicine expert).

Together, this heavy-hitter roster of experts has transformed the way the world thinks about both wellness and medicine, leading the charge for more holistic, preventive approaches that - as chronic disease and healthcare costs soar - represent one of the most critical trends in the world today. They span celebrity doctors who have brought the "wellness message" to hundreds of millions of people worldwide to doctors who are spearheading a new focus on wellness and prevention at revered medical institutions like the Mayo and Cleveland Clinics. The 2017 Summit theme is "Living a Well Life", focusing on how new wellness concepts will impact every aspect of an individual's life. And these leaders, who impact countless individuals' lives, will keynote on everything from the latest in mind-body medicine and sleep science to the coming wave of personal biomarker and DNA testing. The 11th-annual conference is being held at The Breakers, Palm Beach, Florida from October 9-11, 2017.

"The annual Global Wellness Summit has proven to be the premier convener of health and wellness thought leaders from around the world," said Richard Carmona, MD, MPH, FACS, and 17th Surgeon General of The United States. "This year's unprecedented meeting in Florida will define the essential role of wellness in a world desperately in need of health innovation and disruption."

"This may be the most influential, inspiring and diverse group of medical-wellness pioneers ever assembled on a conference stage," noted Susie Ellis, GWS CEO and chairman. "And delegates will have the opportunity to interact with them one-on-one during the many networking sessions, lunches and roundtables where casual discussions take place. It will be unprecedented access, something the Summit is known for."

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Kenneth R. Pelletier, PhD, MD, is Clinical Professor of Medicine at the University of Arizona and the University of California, San Francisco. At UCSF, he is Director of the Corporate Health Improvement Program (CHIP), a collaborative research program between CHIP and 15 of the Fortune 500. He is Chairman of the American Health Association; medical and business consultant to high-profile organizations like the U.S. Department of Health and Human Services and the World Health Organization; and has published over 300 professional articles on behavioral and integrative medicine, disease management, worksite interventions, and epigenetics. The author of 13 books, his next, "Change Your Genes, Change Your Life", will be published this year.

Michael Roizen, MD: Since 2008, Dr. Roizen has served as Chief Wellness Officer at Cleveland Clinic, the first such position at a major U.S. healthcare institution. He's also Chairman of the Wellness Institute at Cleveland Clinic; has published 175+ peer-reviewed scientific papers, 100 textbook chapters, and four medical books; received 13 U.S. (and many foreign) patents; and hosted six PBS specials. His "RealAge" and "YOU" series of books have sold millions of copies, have been translated into 44 languages, and resulted in four #1 New York Times' bestsellers (more than any other physician).

Andrew Weil, MD, is Founder and Director of (and Clinical Professor of Medicine at) the University of Arizona Center for Integrative Medicine, the leading global effort to develop a comprehensive curriculum in integrative medicine. He is editorial director of the popular website, Dr. Weil.com; has appeared in numerous PBS programs; and is founder of the Weil Foundation, Healthy Lifestyle Brands, and True Food Kitchen restaurants. An internationally recognized expert on medicinal plants, alternative medicine, and medical education reform, he's authored many scientific articles and 15 popular books - and Oxford University Press is currently producing the Weil Integrative Medicine Library, a series for clinicians in various medical specialties.

For info on attending the 2017 Summit: <http://www.globalwellnesssummit.com/2017-summit>

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers, Palm Beach, Florida from Oct. 9-11, 2017.



Spa Life

Global Wellness Summit launches student competition

25th Apr 2017



Students with an innovative wellness product or service are being invited to present it at the Global Wellness Summit (GWS) for the 2nd annual 'Shark Tank of Wellness' competition.

Students will be competing for a total of \$10,000 in prize money – and the on-going support/mentoring of the GWS 'Wellness Sharks'. The top three finalists will be rewarded at the 2017 conference, which takes place in Palm Beach, Florida from 9-11 October.

The inaugural Shark Tank-style competition attracted more than 70 entrants from 17 countries. The contest is open to university students (undergraduate and post-graduate are eligible) around the world and submissions are being accepted until May 15, 2017. There's no fee to enter. Students are required to submit a written application along with a short video highlighting their innovative concept, product or service for the wellness industry.

'The success of the inaugural 'Shark Tank of Wellness' competition was overwhelming and truly underlined just how has global 'wellness innovation' really is,' said Susie Ellis, GWS Chairman and CEO. 'Whittling the field down to just three finalists is a huge, but extremely gratifying, challenge and I know both the GWS team and our "wellness sharks" are looking forward to reviewing this year's thought-provoking and inspirational entries!'

Last year's top prize went to Shahrin Ali Raivi from North South University, Bangladesh, for the Mukto Sanitary Napkin, a concept to make sustainable sanitary napkins accessible to the 80% of women throughout Bangladesh who currently rely on unsanitary and ineffective options, including sand, leaves, mud and unsterilized rags.

<http://www.globalwellnesssummit.com/2017-summit>

WELLTODDO

GLOBAL WELLNESS NEWS



Image: The Breakers Palm Beach

| This Year's Global Wellness Summit Will Highlight The Trends Transforming The Wellness Industry



BY LAURA HILL ON MAY 5, 2017

INDUSTRY, UNCATEGORIZED

MIAMI, United States – *The theme for the Global Wellness Institute's 11th annual Summit has been announced, and this year the event is shining a spotlight on how emerging concepts will transform the wellness industry and impact the individual.*

Analysing the future of major wellness sectors, including beauty, travel, spa, fitness, nutrition, medicine and the environment, as well as their impact on human life, the conference will bring together leaders and visionaries to positively shape the future of the \$3.7 trillion global wellness economy. And, despite the fact it remains an invitation only event, if you're in the business of wellness, it matters.

When 500+ wellness experts from 46 nations gather to debate the future of wellness, a uniquely authoritative and global view of the trends that will shape the wellness industry emerge, and these have the potential to impact the way you do business.

So, what's on the 2017 agenda?

The main focus for this year's Summit will revolve around "Living a Well Life", which puts the spotlight on how the future of wellness will impact individuals' lives.

Because the theme places the individual at the center of the wellness conversation, attendees will not only hear from experts about the latest breakthroughs, they will be able to tangibly participate in them – from personal biomarker testing to how virtual reality is being applied to wellness.

The main themes to be explored will include:

- **Wellness, Science & Technology:** From our DNA to the devices that track our every move; from the latest in sleep science to the air we breathe
- **Mental Wellness:** From new approaches to improve how we think and feel, to the latest neuroscience research on beauty, to how dance can impact the treatment of Alzheimer's
- **Workplace Wellness:** From the impact that a fast-changing work environment will have on human wellness, to the latest research on how people prefer to work, to the "ergonomics of wellbeing". Conference host, The Breakers Palm Beach, is a global leader in workplace wellness, and delegates will be immersed in new strategies first-hand
- **Wellness Communities, Healthy Building, Wellness Architecture:** From the development of buildings and communities – with wellness at their core, to their impact on residents, communities, and investment worldwide

In addition, the Summit will feature a heavy-hitting roster of medical pioneers, from celebrity doctors who have brought the "wellness message" to millions of people worldwide to doctors who are spearheading a new focus on wellness and prevention. These influential figures will delve into how new wellness concepts will impact every aspect of our lives and how they could shape your future business decisions.

Renowned for its forward-thinking approach, throughout the conference's eleven years it has sparked countless new partnerships, business and investment relationships and innovation within the wellness industry. This year the event hopes to once again transform the way the world thinks about and engages with wellness.

All PowerPoints, session notes, videos and research reports shared at the previous Summits are available to the entire industry on the [official website](#).



Global Wellness Summit Presents 5 Trends for the Thriving Florida Wellness Market

From leading the world in wellness communities and lifestyle real estate to a focus on the "science of happiness," Florida is an innovator

MIAMI, FL. May 4, 2017 - The Global Wellness Summit (GWS), the premier conference for the \$3.7 trillion global wellness industry, today released five key trends shaping the future of Florida's wellness market at a press conference held at The Breakers, Palm Beach, the site of the 11th annual Global Wellness Summit.

The 2017 Summit theme, "Living a Well Life," will put a spotlight on how the future of wellness will impact every aspect of an individual's life. The GWS, which takes place October 9-11, will include keynotes from dozens of high-profile experts, including Dr. Richard Carmona, former U.S. Surgeon General, Dr. Andrew Weil and Dr. Mehmet Oz, and draw 500+ delegates from over 45

nations to South Florida.

"Florida is a booming wellness market, and a real pioneer: for instance, it's the uncontested world leader in developing new wellness communities and real estate concepts," said Susie Ellis, GWS chairman & CEO. "Having the Summit back in the U.S. opens up unique opportunities for a dynamic, future-focused agenda - as we will hear from so many visionaries and entrepreneurs from the largest and most innovative wellness economy in the world."

"Without a doubt, GWS delegates will walk away from this year's Summit with a deep understanding and appreciation of how businesses can holistically embrace wellness and thrive," said Paul Leone, CEO of The Breakers.

5 Wellness Trends in Florida

Note: a longer analysis of each trend, with Florida examples, can be found [here](#).

At today's press conference introducing Florida media to the upcoming Summit, five experts presented five wellness trends now unfolding in Florida: Maggie Hsu, Summit Co-Chair and Adviser at Zappos.com; Clare Martorana, GWS Co-Chair and Member of the United States Digital Service at the White House; Denise Bober, VP of Human Resources at The Breakers; Susie Ellis, Summit Chairman and CEO; and Nancy Davis, Executive Director of the GWS. Each of the following global trends with special significance for Florida will be key topics at the Summit.

1) Florida: World Leader in Wellness Communities & Lifestyle Real Estate

Homes and communities designed for residents' physical, mental, social and environmental health represent one of the fastest growing wellness markets: growing globally from \$100 billion in 2013 to \$119 billion in 2015 - and projected to jump to \$153 billion by 2020. And Florida is the hands-down world leader: an experimental hotbed for wellness real estate concepts. One reason: Florida is the birthplace of New Urbanism (i.e., Seaside and Celebration), which emphasize design features like mixed use, walkability, traditional neighborhoods and transit-oriented development, paving the way for the broader concept of "wellness communities". Another: the state experiences powerful population growth (from retirees to working people with families), driving constant creativity in new housing concepts. Florida has had shining examples of wellness communities for years, like "smart" wellness city, Lake Nona (Orlando), the most sophisticated example in the world of what master planning for wellness can accomplish. And Florida's development pipeline is packed: from The District: A Life Well Lived (Jacksonville) to "farm and garden" wellness living developments like The Grow (Orlando). Read more on GWS website.

2) "Conscious Travel": A Destination's Values to Increasingly Impact Consumer Choice

The environmental values of businesses and hospitality properties have been impacting consumer choice for years. But a future trend - for Florida and the world - is how the human values of a business/property will matter more. The concept of "wellness travel" will no longer be confined to healthy guest programs, it will increasingly include how well the employees are treated or how much a property gives back. For instance, if it's a disturbing paradox that most wellness resorts have not made worker wellbeing a priority, The Breakers, Palm Beach is a star counter-example: putting the wellness of their 2,000-strong workforce at the heart of everything they do - from an on-site green market to super-affordable child and elderly care on demand. Read more on GWS website.

3) A Coming Wave of DNA, Personal Biomarker & Epigenetic Testing

Over the next 5 years a flood of individual genetic tests, and more sophisticated personal biomarker and epigenetic tests, will hit Florida, rewriting how healthcare and wellness get done. The first wave of genetic tests, like 23andMe, returns pure probability data: you have X% more risk of developing certain health conditions. Critical info, but limited by nature, because it's not our genes that most powerfully determine what diseases we get, but lifestyle factors like diet, exercise, stress and our environment. Enter the science of epigenetics: the analysis of how we turn our genes "on" and "off", and the basis for a second wave of tests that measure dozens of personal biomarkers to identify what's genetically modifiable. For instance, a new three-part test coming this year called Wellness FX combines a genetic test; comprehensive blood, body and biomarker diagnostics testing; and an intestinal biome test to deliver a 365-degree personal health profile. This coming tsunami of genetic/epigenetic tests are especially relevant, and a unique business opportunity, for Florida, because of the state's largely aging population. New medical-wellness business models will arise around these tests, because the interpretation of results and subsequent "prescriptions" need to be overseen by medical professionals. Read more on GWS website

4) New Directions in Mental Wellness

For decades, a physical health focus has dominated in the wellness industry, far overshadowing mental wellness. That ubiquitous industry term "mind-body" hasn't been an equal marriage, and perhaps significantly less so in Florida with its "body beautiful" culture. But with a serious mental wellness crisis skyrocketing in Florida and globally (driven by everything from always-on work to social media fueling a loneliness epidemic), wellness resorts, spas, and fitness/wellness centers are suddenly ramping up "healthy mind" programming. And Florida's new mental wellness offerings are so diverse: from new "integrative mental wellness" programs, like spas bringing in neuroscientists to the rise of "drop-in" meditation studios to a much more powerful focus on brain-boosting sleep; arts, creativity and dance; breathwork; and silence and unplugging. Read more on GWS website.

5) The Science of Happiness

New studies, like the World Happiness Report, are helping governments to dramatically expand the concept of wellbeing beyond GDP ("money"), including factors like healthy years of life expectancy, social support, trust and generosity. Each year, the studies indicate that beyond financial and physical health, a perception of "fairness" and mental wellness, are paramount for human happiness. Which is why poorer, unhealthier nations can rank happier than rich, healthy ones - and Northern European nations always hit it out of the park.

The science of happiness has real momentum (the UAE has even recently appointed the world's first Minister for Happiness), and the happiness movement has landed squarely in Florida: in March, the first World Happiness Summit was held in Miami. Already, Miami's Mayor has set a goal to make Miami the happiest large city in the U.S. And according to Gallup-Healthways Wellbeing Index, several Florida metro regions are national leaders: Naples-Immokalee-Marco Island leads the entire nation in reported wellbeing for the second straight year, while North Port-Sarasota-Bradenton ranked sixth out of 189 American cities. The "science of happiness" will impact Florida's wellness culture in diverse ways: from a bigger focus on social connection, positive psychology, mindfulness and building healthy communities to adding happiness workshops to employee wellness programs. Read more on GWS website.

Seven Pioneers in Medical Wellness to Keynote at the 2017 Global Wellness Summit



Historic Line-Up of Internationally Recognized Doctors: from Dr. Richard Carmona to Dr. Andrew Weil to Dr. Mehmet Oz

The Global Wellness Summit (GWS) announced that an all-star lineup of integrative medicine leaders will present at the 2017 conference: Dr. Richard Carmona (former U.S. Surgeon General), Elissa Epel, PhD (telomeres research pioneer, UCSF), Dr. Paul Limburg (Professor of Medicine, Mayo Clinic), Dr. Mehmet Oz (Professor of Surgery, Columbia University and host, "The Dr. Oz Show"), Dr. Kenneth Pelletier (Professor of Medicine, University of Arizona and UCSF), Dr. Michael Roizen (Chief Wellness Officer, The Cleveland Clinic) and Dr. Andrew Weil (founder, University of Arizona Center for Integrative Medicine and renowned alternative medicine expert).

Together, this heavy-hitter roster of experts has transformed the way the world thinks about both wellness and medicine, leading the charge for more holistic, preventive approaches that - as chronic disease and healthcare costs soar - represent one of the most critical trends in the world today. They span celebrity doctors who have brought the "wellness message" to hundreds of millions of people worldwide to doctors who are spearheading a new focus on wellness and prevention at revered medical institutions like the Mayo and Cleveland Clinics. The 2017 Summit theme is "Living a Well Life", focusing on how new wellness concepts will impact every aspect of an individual's life. And these leaders, who impact countless individuals' lives, will keynote on everything from the latest in mind-body medicine and sleep science to the coming wave of personal biomarker and DNA testing. The 11th-annual conference is being held at The Breakers, Palm Beach, Florida from October 9-11, 2017.

"The annual Global Wellness Summit has proven to be the premier convener of health and wellness thought leaders from around the world," said Richard Carmona, MD, MPH, FACS, and 17th Surgeon General of The United States. "This year's unprecedented meeting in Florida will define the essential role of wellness in a world desperately in need of health innovation and disruption."

"This may be the most influential, inspiring and diverse group of medical-wellness pioneers ever assembled on a conference stage," noted Susie Ellis, GWS CEO and chairman. "And delegates will have the opportunity to interact with them one-on-one during the many networking sessions, lunches and roundtables where casual discussions take place. It will be unprecedented access, something the Summit is known for."

More on the presenters:

Richard H. Carmona, MD, M.P.H., FACS, was the 17th Surgeon General of the United States. He is also a combat decorated U.S. Army Special Forces Veteran and a Distinguished Professor at the University of Arizona, with a wide range of training and experience in healthcare management, clinical care and research. He's currently the Vice Chairman of Canyon Ranch, President of the Canyon Ranch Institute, and serves as Director on several large, publicly traded corporate boards and several private companies.

Elissa Epel, PhD, is Professor at the University of California, San Francisco (UCSF), with a research focus on how chronic psychological stress accelerates biological aging; the interconnections between emotions, eating, metabolism and weight; and the effects of mindfulness. A member of the National Academy of Medicine, she has won many awards for her research. Epel co-wrote (with Nobel Laureate, Elizabeth Blackburn) "The Telomere Effect: The New Science of Living Younger Longer", a 2017 New York Times bestseller.

Paul Limburg, MD, M.P.H., is Professor of Medicine, Mayo Clinic College of Medicine and consultant in the division of gastroenterology and hepatology. He also holds a joint appointment in the division of preventive, occupational and aerospace medicine and serves as medical director for several business units at Mayo Clinic responsible for defining or delivering health and wellbeing expertise within and beyond the organization.

Mehmet Oz, MD, is Professor of Surgery at Columbia University and has won seven Daytime Emmy® Awards for "The Dr. Oz Show". He directs the Complementary Medicine Program at New York Presbyterian Hospital; participates in 50 heart surgeries a year; has authored over 400 publications, including seven New York Times' bestsellers; has received numerous patents; and hosts the internationally syndicated "Daily Dose" in 134 radio markets and a newspaper column in 175 global markets. He has received numerous global accolades, from being named one of TIME magazine's "100 Most Influential People" to a Global Leader of Tomorrow by the World Economic Forum.

Kenneth R. Pelletier, PhD, MD, is Clinical Professor of Medicine at the University of Arizona and the University of California, San Francisco. At UCSF, he is Director of the Corporate Health Improvement Program (CHIP), a collaborative research program between CHIP and 15 of the Fortune 500. He is Chairman of the American Health Association; medical and business consultant to high-profile organizations.

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For more information, contact Beth McGroarty: beth.mcgroarty@globalwellnesssummit.com or (+1) 213-300-0107.

For info on attending the 2017 Summit: <http://www.globalwellnesssummit.com/2017-summit>

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 \$3.7 trillion global wellness economy. Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. The next will be held at The Breakers, Palm Beach, Florida from Oct. 9-11, 2017.

Vamed Vitality World

Vamed Vitality World is one of the largest thermal resort operators in Austria. Now, with the opening of its latest spa, it's focusing on consumer demand for quiet reflection. Jane Kitchen finds out more

JANE KITCHEN, SPA BUSINESS AND SPA OPPORTUNITIES



Guests have said that they want to have space and time for contemplation

Austrian-based Vamed Vitality World has quietly captured the attention of the spa industry with the recent opening of a €14m (US\$15m, £12m) stand-alone, silent spa. But the company has been working in the wellness space for more than 20 years, operating resorts that blend thermal waters with health, family fun with quiet contemplation, and luxury VIP treatments with affordable access to all.

It's a model that's proven highly successful for Vamed Vitality World, which operates nine facilities – eight in Austria, one in Budapest – and is one of the largest operators of thermal spas and health resorts in Austria, with more than three million people walking through its doors each year – an impressive number in a country that only has eight million inhabitants.

A genesis in medicine

The company's wellness roots run deep: parent company Vamed is a global provider for hospitals, offering project development, planning, construction and management of healthcare facilities and hospitals. Publicly traded Vamed is a healthcare giant with a global reach; it boasts offices in 78 countries, has implemented 760 healthcare projects globally – including hospitals in far-flung corners of the world – and had an annual turnover of €1.118 bn (US\$1.170bn, £948m) in 2015.

In addition to hospitals, Vamed also operates elderly care centres and rehabilitation centres, so it was an easy leap, 20 years ago, to get into the prevention side of things by branching out into health and medical spa resorts.

As a result, Vamed Vitality World's nine facilities all have a strong medical ethos, with each location combining balneological treatments with a specific medical focus. The resorts also offer traditional 'feel-good' spa treatments such as massage and facials, which help round out the business model, but it's the health and wellness aspect that set the resorts apart.

"The medical aspect of our offerings is of high importance to us," says Tom Bauer, COO of Vamed Vitality World. "[Vamed Vitality World] is founded by our medical company, and therefore, it's solid."

Everything from back pain, to psoriasis, to kidney and urinary tract conditions is addressed through treatments at different Vamed Vitality World resorts (see facing page for more).

"We want to make sure everybody – even a family – can afford to come two to three times a month "

Each resort's location helps to dictate what medical issue it will focus on; for instance, at the Aqua Dome in Tirol – which is famed for its Alpine skiing – sports medicine and rehabilitation are a big part of the offering, and the resort works with local clinics.

Local involvement

Vamed Vitality World also works with local communities, creating public-private partnerships. At its St Martins location, for example, 13 neighbouring villages are actually part-owners of the resort, along with the Vamed parent company.

With up to 300 people employed at each spa resort and 80 per cent of the food and beverage sourced from the local community, a Vamed Vitality World resort can have a significant economic impact. "It's beneficial for everyone," says Bauer. "We're predominantly purchasing regionally, from the local baker or butcher. And we create facilities which are extremely beneficial for the city and the country in terms of job creation and taxes."

This local involvement extends to use of the facilities; it's important that locals have access to the spa and use it. "We have a holistic approach – we want to make sure that the inhabitants working in our property and who live in the villages see our spa as their spa and are proud of it," says Bauer. "We want to make sure everybody – even a family – can afford to come two to three times a month."

Creating sacred spaces

Vamed conceptualised the space and worked with architect Wolfgang Vanek of Holzbauer & Partner to realise the project. Together, they drew on elements of sacred architecture, such as 16th century cathedrals, to create a building that is designed to inspire. "If you go into a church, all of a sudden, something happens to you – you get calmer," says Bauer. "Architecture has an influence on that. We asked: 'What would be the right interpretation of that building that would translate into the 21st century?'"

The Silent Spa is linked to Therme Laa, but located in a separate building with its own entrance. The interior layout is formed by four symmetrical main rooms, each in the shape of an ellipse. These gravitate around a central tower, within which sits a three-storey cascade fountain. Natural thermal water flows into several pools throughout the space, creating a 500sq m (5,382sq ft) walk-in water landscape. Each of the four rooms provides a different function. Facilities include a saltwater pool, a salt chamber, spa suites, a steam bath and treatment facilities. There is also an exercise room, a bar and restaurant, and a 400sq m (4,306sq ft) sauna area for infusion ceremonies.

The construction is based on the principle of the Golden Ratio – a mathematical ratio found in nature that has been used in architecture for thousands of years – and the geometrically pleasing format continues through the interior details. "There are no golden chandeliers – just marble, stone, wood, glass and water – it's very minimalistic," says Bauer. "We don't want to force contemplation, we only want to create a platform where you can experience it."

The spa features king-sized relaxation beds with rolls and pillows, giving guests space and privacy. Windows are carefully placed to encourage the reflection of sunlight on the water, which then reflects onto the stone walls, creating an atmosphere of tranquility.

On-trend for the future

Guests can also pre-book a fast check-in, along with personalised butler service, a special lounge and spa robe (in their choice of sizes), iPads supplied with a classical music selection and more than 250 newspapers, all through the Very Relaxed Person, or VRP, Check In – "so you can dive into contemplation," says Bauer. For guests preferring to stay offline, real games and a library are also available.

Vamed Vitality World appears to be right on trend at the moment; in the Global Wellness Summit's wellness trends for 2017, and both silence and sauna events are featured. Bauer says the secret is in listening to what customers are asking for, and looking at the world we're living in – both now, and in the future.

"We have to make sure we are going to take the next step with our products," says Bauer. "We have to ask the tough questions of, 'How do we want to balance our life? How are our children going to master theirs in ten, fifteen years?'"

Vamed Vitality World locations

Aqua Dome Tirol Therme Längenfeld, Austria

Features curative spa waters from 1,865ft below ground, 12 indoor and outdoor pools, equipment specially designed for back therapy, and seven saunas spread over 20,000sq ft.



Aqua Dome Tiro

Vamed Vitality World locations

Spa Resort Therme Geinberg, Austria

Supplied by one of Europe's hottest thermal springs, with five thermal, freshwater and saltwater pools.



Spa Resort Therme Geinberg,

Vamed Vitality World locations

Therme Laa - Hotel & Silent Spa, Austria

Health centre with holistic approach targets back and neck problems, digestive issues, poor posture and restricted mobility, supplemented by PH-balanced GourMED Cuisine and fasting programmes based on FX Mayr approach. Thermal waters rich in sodium, chloride and iodine. New 3,600sq m silent spa.



Therme Laa - Hotel & Silent Spa

Vamed Vitality World locations

Aquaworld Resort, Budapest

Three-level Oriental spa and fitness centre, indoor and outdoor pools, waterslides. Includes immersion cures for psoriasis, eczema, rheumatism and joint degeneration.



Aquaworld Resort

Vamed Vitality World locations

La pura women's health resort Kamptal, Gars Am Kamp, Austria

Focus on the specific needs of female spa visitors, including FX Mayr cure especially for women and back-strengthening programme.



La pura women's health resort Kamptal

Vamed Vitality World locations

Therme Wien, Vienna

Everything from non-residential spa cures and physical medicine to rheumatism therapies and outpatient physio. Curative thermal springs with high sulphur content to treat musculoskeletal disorders and respiratory and pulmonary conditions.



Therme Wien

Vamed Vitality World locations

St Martins Therme & Lodge Frauenkirchen, Austria

Qualified kinesiology practitioners, preventative healthcare therapists and personal trainers, with treatments based on the five-pillars principle. Thermal mineral water containing sodium hydrogen carbonate and chloride, recommended for the treatment of chronic inflammatory rheumatic disorders and degenerative spinal and joint complaints.



St Martins Therme & Lodge

Vamed Vitality World locations

Gesundheitszentrum, Bad Sauerbrunn, Austria

Three healing spas with curative spring waters. Focus on convalescent therapies for musculoskeletal disorders, metabolic conditions, cardiovascular disease, and kidney and urinary tract problems.



Gesundheitszentrum

Vamed Vitality World locations

Tauern Spa Zell am See, Kaprun, Austria

Located in the Hohe Tauern National Park in the Austrian province of Salzburg. Offering healthy back programme with the Feldenkrais method, sporting activities with views of Kitzsteinhorn Mountain, and mineral waters rich in calcium, sodium, magnesium and sulfate used in both bathing and drinking cures.



Tauern Spa Zell am See



7 GLOBAL WELLNESS TRENDS TO WATCH IN 2017

-by Jessie Fetterling | 03/13/2017 | [t](#) [f](#) [p](#)



Last fall, at the [Global Wellness Summit](#) (GWS) in Austria, more than 500 wellness experts from 46 countries gathered to discuss the direction of wellness programming in 2017 and beyond. From that, GWS researchers put together a [50-page report](#) that highlights these seven wellness trends expected to take off this year.

REINVENTING THE SAUNA

Wellness experts are thinking outside the box (so to speak) when it comes to saunas. In Europe, the Sauna Aufguss (German for "infusion"), a theatrical ritual performed in the sauna, continues to gain in popularity, while "hangout" saunas are also becoming mainstream with DJs spinning beats inside these hot boxes. Pop-up saunas on lakes or hanging from bridges are also becoming more common.

WELLNESS ARCHITECTURE

Architects are putting a major emphasis on buildings that improve the health of human beings. "Living" buildings that

produce their own energy and even phone apps that alert you when you're entering a "sick" building will only continue to define the future of architecture.

SILENCE

As the need to be connected continues to grow, wellness destinations are embracing true silence. Case in point: The world's first completely "silent spa" opened at Therme Laa Hotel in Austria. Wellness monasteries are also on the rise, as people are searching for retreats that offer silence and reflection.

ART & CREATIVITY INFUSED WITH WELLNESS

Art, music, literature and dance are being incorporated into wellness experiences. At Germany's Schloss Elmau spa resort, for instance, musicians and writers "play-to-stay," which means the property has about 200-plus concerts a year for resort guests. The new Gainsborough Bath Spa Hotel in the U.K. similarly offers live classical violin playing as guests enter the baths. Live music is also being incorporated into yoga programs and other fitness activities.

FOCUSING ON INNER BEAUTY

The beauty industry is seeing a major shift as it repositions its focus on inner beauty and authenticity. Eatable and drinkable beauty enhancers and clean, organic cosmetics and advanced medical research will only continue to redefine this \$1 trillion industry.

TAKING MENTAL WELLNESS SERIOUSLY

By 2030, depression will be the world's number one health issue, outranking obesity. Mindful approaches to wellness such as [meditation](#) or part-mind/part-body workouts will continue to transform the way people approach wellness.

GIVING WELLNESS BACK

The wellness industry has quickly become associated with the rich elite who spend \$300 on yoga pants and even more on retreats. However, more wellness organizations such as [Yoga Gives Back](#), which gives profits to help poor women and children in India, are offering wellness benefits. Wellness Tourism 2.0 will redevelop the wellness model by creating a comprehensive wellness vision that helps both locals and tourists in various communities.



BuDhaBlog

GLOBAL WELLNESS SUMMIT 2017: PART III





The segment that I was assigned to was called a Passion Moment. So, I decided to speak about ritual. My views on ritual are strong for I believe that life must be lived with ritual, and the key element of ritual is being present.



Ritual is in all parts of my life. I intentionally live with a presence of mind that allows me not to let life pass me by. It is not about success or image. It is about actively seeking to 'take notice' of the sights, sounds and sensations around me and to savor these moments. It is being awake and present to the world. And it is about changes that are thrust upon us by life itself and accepting them and living with them fully.



BuDhaBlog



BuDhaBlog

GLOBAL WELLNESS SUMMIT 2017: PART I



This past week, I was fortunate enough to be part of the [Global Wellness Summit](#) held at The Breakers hotel in Palm Beach. Once again, I came away with vast amount of new data, re-connected with my besties, and became energized about making a difference in our world.

This group of now 600+ people, is connected by a mission to make the world a better place through their work in the medical, spa, hospitality, real estate...and finally, yes finally... fashion industries. Whilst delivering his presentation, the world-renowned Dr. Andrew Weil used the "F" word: FASHION. Dr. Weil expressed his views that fashion is a powerful driver of behavior. I went into my happy dance because BuDhaGirl is the first fashion company truly involved in the Summit.



I was thrilled to hear about the challenges and future of our world from Dr. Dean Ornish, Dr. Mehmet Oz, Dr. Andrew Weil, Dr. Richard Carmona, Dr. Michael Roziens, Dr. Pelletier, Dr. Elisa Eppel, and many, many more.



I also met the [Ice Man, Wim Hof](#)...boy what an experience that was! He changed my life. At first I was curious about this guy who looked like he escaped from Margaritaville and whose claim to fame has been breaking records of endurance. This man climbs Everest in shorts, and swims under the ice in Antarctica. Let me tell you, it's not all hype, he IS the real deal.

One of my favorite unexpected surprises was spending a little time with Agapi Stasinopoulous, she is a beautiful woman inside and out. She shared with me her meditations, really extraordinary, and generously she has agreed for us to share them with you on our website...stay tuned.



More on the Summit to come next week!

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BuDhaBlog

GLOBAL WELLNESS SUMMIT 2017: PART II



So, I must tell you about my experience with the [Ice Man](#), you know, the escapee from Margaritaville. He is a mixture of Jimmy Buffet and Animal from the Muppets. His voice is close to a sonic boom, his energy could power New York, his lungs could inflate any balloon at the Macy's Thanksgiving Day Parade, but his heart is what makes the difference...his heart is boundless.

His feats are too many to list, but to summarize, he is known for breaking impossible endurance records, sitting in ice water for hours on end whilst maintaining a constant body temperature, climbing the world's tallest mountains in shorts, swimming under the ice cap, hanging perilously by one finger off a sheer ice cold rock wall. And, he has been willingly shot-up with bacteria and his body doesn't even flinch.



How is this possible?

He showed us...

I attended Wim's 45 minute session one morning at the [GWS](#). He enthusiastically spoke for 30 minutes about his accomplishments and his belief that we can heal ourselves.

He also stated that why we become sick and cannot accomplish many feats is due to our fear. He taught us that we must trust the infinite wisdom of our bodies, our life force and the universe. I loved hearing his story but I wanted him to get on with it...show me how.

The last 15 minutes of the session changed my life. Wim showed us how to breathe. I mean really breathe. He showed us how to increase our oxygen supply to our organs, especially our brain. He does this in a series of two sets often very deep breaths, then repeating this 3-4 times and not breathing in between sets, for first for 1 minute, then 1.5 minutes, the 2 minutes. I thought there is no way I can not breathe for 2 minutes...guess what I DID IT...and probably could have gone to 3 minutes.



After this exercise I felt full of energy, and had a sense of wellbeing like I have never experienced. I trusted my body. I trusted my world. I trusted the universe.

BTW for all you Dallasites...Wim lives here!!!!

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EVENT COVERAGE

Global Wellness Summit Announces 2017 Theme



[Image: Courtesy of Global Wellness Summit]

The [Global Wellness Summit \(GWS\)](#) today announced the theme of its 2017 conference, "Living a Well Life", which puts the spotlight on how the future of wellness will impact the individual. The 11th-annual conference, being held at [The Breakers Palm Beach](#), Florida from October 9-11, 2017, will focus on how new wellness concepts will transform every aspect of human life.

The conference will analyze the future of major wellness sectors, including beauty, travel, spa, fitness, nutrition, medicine and the environment. And because the theme places the individual at the center of the wellness conversation, attendees will not only hear from experts about the latest breakthroughs, they will be able to tangibly participate in them – from personal biomarker testing to how virtual reality is being applied to wellness.

RELATED: GWS Data Shows Continued Growth in Wellness Sector

The 2017 Summit will have a keen focus on the future of:

Wellness, Science & Technology: From our DNA to the devices that track our every move; from the latest in sleep science to the air we breathe.

Mental Wellness: From new approaches to improve how we think and feel, to the latest neuroscience research on beauty, to how dance can impact the treatment of Alzheimer's.

Workplace Wellness: From the impact that a fast-changing work environment will have on human wellness, to the latest research on how people prefer to work, to the "ergonomics of wellbeing". Conference host, The Breakers Palm Beach, is a global leader in workplace wellness, and delegates will be immersed in new strategies first-hand.

RELATED: Global Wellness Institute Releases Global Wellness Economy Monitor

Wellness Communities, Healthy Building, Wellness Architecture: From the development of buildings and communities with wellness at their core, to their impact on residents, communities, and investment worldwide.

Co-Chairs – The agenda is being shaped by three co-chairs with powerful expertise in science, technology, workplace wellness and mental wellness:

Dr. Gerry Bodeker, whose doctoral studies were at Harvard, researches and advises on integrative medicine and wellness. He has taught in medical sciences at Oxford and is adjunct professor of epidemiology at Columbia University. He works with the private sector, governments and UN organizations, including WHO and the UN University, advising on culturally themed wellness strategies.

Bodeker noted, "At the core of feeling well is...well, feeling! As Chair of the Global Wellness Institute's Mental Wellness Initiative, I'm excited about shaping an agenda that will recognize the surge of interest worldwide in mental wellness, and that will expand the understanding of the broad spectrum of paths to mental wellbeing and higher human potential."

Maggie Hsu is an Adviser at [Zappos.com](#), a leading online retailer headquartered in Las Vegas specializing in shoes and clothing. Prior to that, she was with Hilton Worldwide and a consultant at McKinsey & Company in New York. Hsu is also a member of the World Economic Forum's Global Shapers community, and holds undergraduate and MBA degrees from Harvard University.

"Zappos has been a creative force in both technology and workplace wellness," said Hsu. "And my goal is to shape content that will illuminate what's ahead for both, and to shine a light on the wide-ranging wellness-focused technologies now percolating in Silicon Valley and at start-ups worldwide."

Clare Martorana is a global digital media executive, who recently served as president of Everyday Health's consumer business after a career as senior vice president, general manager and editor-at-large for WebMD. She is currently a member of the United States Digital Service based in Washington DC. Her passions include driving innovation in products, user engagement and content strategy across digital, mobile and social channels.

The Summit is renowned not only for its three days of high-profile keynotes and panels, but for its unmatched networking events, where top executives from around the world forge valuable relationships, which, throughout the conference's eleven years, have led to countless new collaborations and business and investment relationships.

21 Mar 2017

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BY REBECCA BARNES



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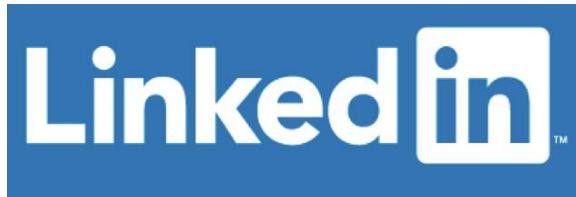
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- Wellness Communities, Healthy Building, Wellness Architecture: From the development of buildings and communities with wellness at their core, to their impact on residents, communities, and investment worldwide

Three co-chairs with a background in science, technology, workplace wellness and mental wellness will lead the agenda, including Dr. Gerry Bodeker, whose doctoral studies were at Harvard and who researches and advises on integrative medicine and wellness; Maggie Hsu who is an advisor at leading online fashion retailer zappos.com; and global digital media executive Clare Martorana, who recently served as president of Everyday Health's consumer business after a career as senior vice president, general manager and editor-at-large for WebMD.

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John Toomey | [+ Seguir](#)

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Silvia started out by talking about the Minnesota Twins Study which revealed profound similarities between identical twins who grew up separately. These twins had strikingly similar habits, life choices and taste. It was as if they were genuinely pressed out of the same mold. The study was a powerful example of the power of genes.

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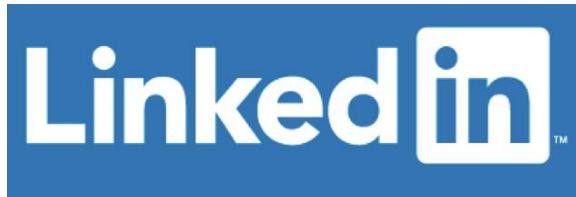
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Just this point got my attention and I tended to just want to stop and listen. Edie spoke with passion and a very broad viewpoint and I found myself just wanting to listen so I put my pen away. That might leave you hanging. If it does, I do apologize. But there is one sure fire way to fix that. Either contact Edie and find out what resources she has to share, or find out how you can be invited to next year's 2018 Global Wellness Summit in Italy.

I do hope my write ups have been helpful. Writing them has certainly helped me. If you would like a copy as a PDF, please drop me at note at jt@aweat.com.au.

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The Global Wellness Institute has been a research partner of the [Global Wellness Summit](#) (GWS) since it was founded. And at the recent Summit in Kitzbühel, Austria, 500+ wellness experts from 46 nations (from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds) gathered to debate the future of the \$3.7 trillion wellness industry. And when that happens you get a uniquely informed and global view of the trends coming in 2017 – and beyond.

These wellness trends have a “get real” quality (not the “charcoal is the new kale” variety). From architects finally designing buildings for human health to the many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites.

Here’s a taste – to read the full, 50-page report (with photos), [click here](#).



*“Classic” Sauna Aufguss involves trained sauna-meisters using elaborate towel rituals to circulate an orchestra of infusions.
Image Source: Lars Krückeberg PowerPoint, Global Wellness Summit 2016*

Sauna Reinvented: Something hot and very cool: the reinvention of sauna underway. From theatrical Sauna Aufguss events (with song and dance) to jaw-dropping amphitheater saunas ...the future of sweating is spectacular and social.

Wellness Architecture: Architecture has long been preoccupied with surface aesthetics: “starchitects” designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here, with everything “built” getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Silence: In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to “turning off” the noise: true silence. “Silent spas” and new (silent, contemplative) “wellness monasteries” are on the rise. And “silent” restaurants, salons, gyms, stores and airports are all being unveiled...

Art & Creativity Take Center Stage: More art, music, literature and dance (as experienced and “to do”) will be at the center of more wellness experiences. Yes, adult coloring books – but well beyond: from classical concerts to painting classes at hotels, wellness retreats, spas and studios.



Wellness Remakes Beauty: The massive \$1 trillion beauty industry is undergoing seismic shifts to meet the needs of a wellness-oriented population, focused on a “beauty comes from within” – rather than the old superficial, topical – model. The trend to watch in the new wellness-beauty conversation: the rising science of “neuroaesthetics,” exploring the complex, positive connections between the human brain and beauty.

The Future is Mental Wellness: Mental wellness will be the biggest future trend, period: from wellness destinations bringing in neuroscientists and psychotherapists – to meditation becoming seriously mainstream, while evolving into new breeds – to apps that track your mental state.



Wellness for Cancer training taking place at Bedford Lodge Hotel & Spa, UK. Image Source: Julie Bach

Embracing the C-Word: The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients – with new training initiatives and programming that finally provides comfort and positive recovery paths.

Beyond the Elite “Ghettos” of Wellness: In a world where rising inequality and a sense of “unfairness” is leading to a global, populist backlash, a wellness industry that’s become narrowly associated with wealthy elites (...the \$300 yoga pants and treatments) must, and will, change.



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Fairmont The Palm shines in spa awards

Willow Stream Spa at Fairmont The Palm, Dubai was crowned Middle East and Africa's Resort of the Year in the prestigious World Spa and Wellness Awards 2017.

Taking place at the Grade 1-listed venue Tobacco Dock on February 28 in London, the awards which included networking and a lavish dinner, were hosted by Professional Beauty London.

For the second year in a row, the Willow Stream Spa at the Fairmont, The Palm triumphed in the Resort Spa of the Year category.

"The team at Willow Stream Spa at the Fairmont are very pleased to be recognised by the World Spa and Wellness Awards judging committee

and to receive such a prestigious accolade," said Laura Campbell, spa director at Fairmont The Palm.

"Firstly, I would like to thank my spa and wellness team members. Their passion and dedication is reflected in everything they do from greeting guests, carrying out amazing treatments, to post treatment consultations, all in all creating special memories and reasons for guests to return.

Our vision moving forward is very clear, to provide excellence in our service and being constantly on top of the curve of trending lifestyle. With new innovative treatments, beauty products and fitness programs we support wellbeing, active regime and make sure guests feel good about themselves."

Demand grows for healthy holidays

A growing number of consumers are taking health-focused holidays, according to a new report.

Health and wellness travel provider Spa Dreams has published a 2017 Health Tourism Trends report which highlights the extent to which consumers are now using their holiday time to not only relax, but also recharge and focus on their health.

The report singles out four key wellbeing-based travel trends for the year such as a demand for holidays with healthy nutrition at the centre.

Yoga holidays also continue to be popular with wellbeing-focused holidaymakers and the report also underlined the increasing number of luxury and health resorts around the world.

Consumers have, the report stated, discovered that a holiday centred around wellbeing and healthy living does not have to mean compromising on comfort.

The fourth prediction is a cross-generational willingness to invest time and money in prevention. Holidays to address your health are no longer tailored to senior citizens.



Professional Beauty GCC April 2017

professionalbeauty.ae

GWS announces sponsors

Attracting key decision makers from every sector of the wellness industry, the 11th annual Global Wellness Summit (GWS) will return to the USA in October.

The Breakers Palm Beach resort will host the 2017 event on 9-11 October in Palm Beach, Florida.



Susie Ellis

Supporting Breakers are two Florida-based institutions, Palm Beach Atlantic University and Cigna Corporation.

This year's summit will see delegates and influencers immersed in wellness-focused business that prioritises employee wellbeing and social responsibility, as well as the opportunity to experience some of The Breakers initiatives first hand.

The Breakers is a wellness-focused business that empowers team members to attain professional and personal goals. The result is a high-achieving workforce, to which CEO Paul Leone attributes the resort's success as one of America's leading and most profitable independent hotels.

"We believe that the heart and soul of an organisation drives its long-term success," said Leone. "We look forward to not only sharing our many initiatives - including our dedicated Wellness Team, unique wellness incentives, healthcare discounts, and financial wellness programmes that include college and retirement planning - with delegates, but anticipate engaging them directly in our spirit of community service and environmental advocacy."

"Hotels and resorts, especially those with spa and wellness offerings, need to make the wellness of people and planet a priority. At The Breakers you can really see and feel that this is taking place and is part of their organisational DNA. It's a great model," said Susie Ellis, GWS chairman and CEO.

This year's Summit is co-chaired by Professor Gerry Bodeker, PhD, clinical psychologist and public health academic (University of Oxford, UK; Columbia University, New York); Clare Martorana, formerly of Everyday Health and WebMD, now Digital Service Expert, United States Digital Service; and Maggie Hsu, advisor for U.S. online platform Zappos.



February 22, 2017

PBA Among Sponsors for 2017 Global Wellness Summit

The Global Wellness Summit (GWS), the world's preeminent gathering of decision makers in the wellness industry, today announced [The Breakers Palm Beach](#) as this year's host sponsor of the 11th annual conference to take place in Palm Beach, Florida, October 9-11, 2017.

The other major sponsors for the event are Palm Beach Atlantic University and the [Cigna Corporation](#).

This year's Summit is co-chaired by Professor Gerry Bodeker, PhD, clinical psychologist and public health academic (University of Oxford, UK; Columbia University, New York); Clare Martorana, formerly of Everyday Health and WebMD, now Digital Service Expert, United States Digital Service; and Maggie Hsu, advisor for U.S. online platform Zappos.

Held in a different location each year, Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco, Mexico and Austria. This year, GWS delegates, who are key influencers from the \$3.72 trillion global wellness industry, will be given the unique opportunity to experience some of The Breakers initiatives first hand.



"We believe that the heart and soul of an organization drives its long-term success – a belief that was instilled in our culture over 120 years ago by our founder, Henry Morrison Flagler," said CEO Paul Leone. "We look forward to not only sharing our many initiatives - including our dedicated Wellness Team, unique wellness incentives, healthcare discounts, and financial wellness programs that include college and retirement planning – with Global Wellness Summit delegates, but anticipate engaging them directly in our spirit of community service and environmental advocacy."

The Global Wellness Summit attracts leaders from every sector of the wellness industry: hospitality, tourism, spa, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

The Summit is an invitation-only gathering for senior executives; for information about attending [click here](#). For sponsorship, contact [Michelle Gamble](#).



Florida set for wellness meet

MICE News

Thursday, 23 February 2017

The 11th Global Wellness Summit (GWS), will be held at The Breakers Palm Beach, Florida USA 09-11 October 2017.

This year's Summit is co-chaired by professor Gerry Bodeker, PhD, clinical psychologist and public health academic; Clare Martorana, formerly of Everyday Health and WebMD, now with the United States Digital Service and Maggie Hsu, advisor for US on-line platform Zappos.

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5 Blissful Meditation Studios to Stop and Feel the Zen

Lifestyle  by Jordan Shakeshaft on 2/22/2017



Photo: MNDFL / Stephen Wilson Photography

If 2017 has taught us anything so far, it's that the time for introspection is now. And while [meditation](#) is a powerful tool to harness solo, those moments of quiet reflection and [mindfulness](#) can feel that much more powerful among others. From guided meditation classes to mass meditations like the new movement [The Big Quiet](#), going bigger-than-you has become an increasingly popular way to promote positivity, connectivity and even change. [Research](#) backs it, too. Recent findings show that group meditation can improve feelings of wellbeing and reduce psychological distress and anxiety, among other health benefits. *Free your mind, and the rest will follow*, as En Vogue once sang.

For those totally new to meditation, following a teacher's lead can help you reach a meditative state more easily than if you were to wander the dark corners of the mind on your own. It might also allow you to hone key interpersonal skills like compassion and openness (often absent when we're in stressed-out states), according to a [study](#) in the *Journal of Psychosocial Nursing and Mental Health Services*.

Based on study author Mary Jane Ott's findings, daily meditation "fosters development of a profound inner calmness and non-reactivity of the mind, allowing individuals to face, and even embrace, all aspects of daily life..." The act of *being*, and not *doing*, also encourages compassion, less hasty decision-making and being "open to new possibilities, transformation and healing," writes Ott.

*"People feel
crazier, sadder
and
angrier...and
need relief."*

Then there's the whole accountability thing. As Los Angeles-based Reiki master and meditation teacher [Kelsey Patel](#) puts it: "A structured class brings a sense of commitment to a student that they may or may not have when meditating at home."

RELATED: [7 Products to Make Your Home Instantly Zen](#)



Photo: The DEN / Jessica Alexander

Exploring New (Head) Spaces

The merits of group meditation, and the growing need for dedicated spaces to think, connect and decompress, are a big impetus behind the recent boutique meditation boom.

According to the World Health Organization (WHO), mental disorders have increased roughly 50 percent globally from 1990 to 2017, with depression, anxiety disorders, phobias and PTSD at an all-time high. "People feel crazier, sadder and angrier...and need relief," write Susie Ellis and Beth McGroarty in their [2017 Wellness Trends](#) report from the Global Wellness Summit.

So maybe it's no surprise that people are shelling out more money on mental wellness [than ever before](#). And your sources for chill vibes — especially if you reside in a large, *ommm*-inclined city like New York City or Los Angeles — continue to multiply.

But which spots are worth your pretty penny, and what can you expect? From the life-size zen garden at Ceremony Meditation in Venice, CA to the dome-shaped sanctuary of New York City's Inscape, here are a few meditation studios making it easier to clear some headspace.

RELATED: [The Impatient Person's Guide to Meditation](#)

5 Meditation Studios to Stop and Feel the Zen



Photo courtesy of Ceremony Meditation

1. Ceremony Meditation

Location: Venice, CA

Good vibrations come easy at this breezy beachside outpost that's only two months old. The Venice studio features two places for reflection: a quiet, tucked away loft, and a sunny backyard complete with a giant zen garden made of sand. "We wanted to create an environment where you have the most ability to feel stillness, to be, and to heal," says founder and meditation instructor Travis Majick.

"Our greatest hope is to remind people we're all connected..."

And the perfectly Instagram-able backyard? It isn't just aesthetics. "We knew the space needed to charm the mind, so you can forget the story you came in with," says Majick. "Our greatest hope is to remind people we're all connected, and tap into the bigger story we're all a part of, whatever that may be."

Beginners can try the free intro class to help demystify the practice (asking questions and sharing observations encouraged). The studio also offers reiki healing, sound baths, drum circles and, if you're feeling adventurous, a "Detox Balancer" hand and foot bath.

RELATED: [I Tried Cupping Therapy and Here's What Happened](#)



Photo courtesy of Inscape

2. Inscape

Location: New York, NY

What do you get when you combine the history of ancient monasteries, state-of-the-art technology and the vibes from the temple at Burning Man? Inscape, a sprawling 5,000-square-foot Manhattan space, which opened its doors last November.

Founded by meditation-minded entrepreneur Khajak Keledjian, Inscape sets out to make meditation a more accessible, modern and immersive experience. It features two studios: a giant wooden dome softly lit to mimic the horizon and a relaxation-focused space complete with large-scale art installations. The 33- to 44-minute sessions cover everything from focus meditation to visualization to (our favorite) deep rest. The Inscape meditation app is another way to stay tuned in when you're off the clock or traveling.

RELATED: [The Fitness Trend That Could Bust Workout Boredom for Good](#)

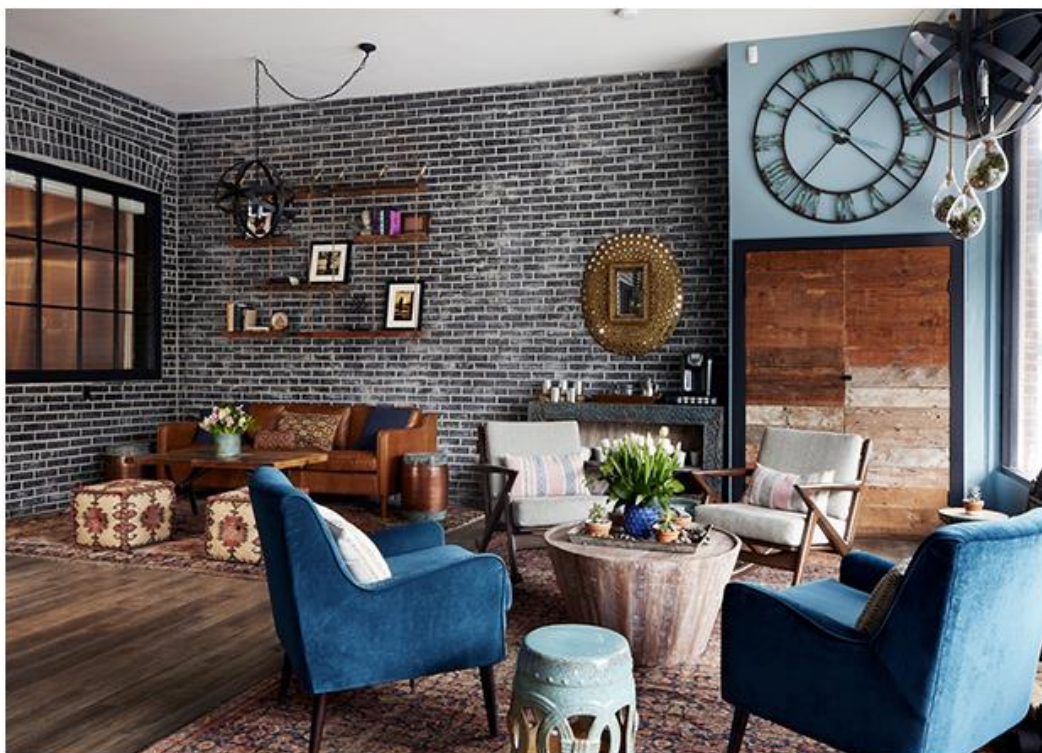


Photo: The DEN / Jessica Alexander

3. The DEN

Location: Los Angeles, CA

Enter The DEN, and your first interaction will likely be a hug. Maybe that's from Patel, who teaches reiki healing and meditation, or maybe it's from a new [wellness retreat](#)-going friend. "I love The DEN because not only is it where I started the reiki healing circle class, but it also has such a welcoming, open and easy vibe to it," Patel says.

"Come as you are, leave feeling better."

If the cozy living room feel (picture warm brick walls, plush ottomans and perfectly steeped mugs of tea) doesn't keep you around, the 30-plus classes offerings will. A few of our favorites: Lunchtime Detox (a 30-minute mental tune-up) and #CTFO (yup, just chill the f*ck out). As founder Tal Rabinowitz says, "Come as you are, leave feeling better." No pretentiousness, just good vibes.



Photo: MNDFL / Stephen Wilson Photography

4. MNDFL

Locations: West Village and Upper East Side, NYC; Williamsburg, Brooklyn

By now we're used to sold-out spin bikes — and the meditation cushions are going fast here, too. But you can thank the co-founders of MNDFL for gifting mindful millennials with two gorgeous new studios this year.

In the same vein as the original West Village location, the Upper East Side and Williamsburg outposts are both set in charming townhouses, feature lush, living walls and have skylights overhead. "Our studios are meant to feel like home. Or, at least, the spacious home you'd love to have in New York," the website states. Sign up for Breath, Emotions, Sound or Heart — the focus is just as simple as that. Sometimes a little breathing room, and a friendly guide, is all you need.



Photo courtesy of Meditation Bar

5. Meditation Bar

Location: Austin, TX

Dry Bar, Genius Bar, the local Bar-Bar... If you've been hitting 'em all up like they're going out of style, Meditation Bar encourages you to make a pit stop for the mind. The theme here is community and inclusiveness. And the main mission: "to make Austin 'The Most Mindful City in America,'" says co-owner Lauren Foreman. In fact, when the studio opened in November 2015, the four all-female founders invited the entire city of Austin (teachers, students and mayor Steven Adler included) to come take classes free for the first two months.

The studio offers 30- to 45-minute guided meditations that are independent in belief (read: secular). They also have a broad appeal (clientele ranges from tech company execs to endurance athletes to busy moms and dads). Visitors have a dozen classes to choose from, including sessions that focus on breath work, aromatherapy and mantra-based chanting. And let's not forget the "Happy Hour" session, designed to leave you "feeling happier, without the hangover," Foreman says.

RELATED: [The 5-Minute Meditation App That Makes Mindfulness Easy](#)



Photo: Woom Center / Asi Zeevi

360 Degrees of Wellness

If a space solely dedicated to the meditative arts doesn't get your chakras going, a hybrid approach to calming the mind might be more your style. The most straightforward example of that is yoga, which is a moving meditation after all. New studios, like [Woom Center](#) in Lower Manhattan, also take these mind-body flows one step further with LED light installations, sound therapy and live instrumentation. At Miami's [Love Life Wellness Center](#), meditation creeps its way into Vinyasa — with massage, acupuncture and nutritional counseling offered under the same roof. Then there's [NTM Healing](#), where sound baths lead to deeper introspection. And the Chelsea spa [Naturopathica](#) offers a meditation lounge with 360 degrees of lush, glowing landscapes that surround your restoration session.

The bottom line: Feeling overwhelmed or out of step is normal. But these studios normalize the notion of taking a moment, just for you.



EVENT COVERAGE

The Global Wellness Summit Returns to the United States



[Image: Courtesy of Breakers Palm Beach]

The Global Wellness Summit (GWS), the world's preeminent gathering of decision makers in the wellness industry, today officially announced The Breakers Palm Beach as this year's host sponsor, a first for a hotel property, which will have a key role in shaping the content of the 11th annual conference, to take place in Palm Beach, Florida, October 9-11, 2017. The Breakers is supported in their GWS sponsorship efforts by two Florida-based institutions, Palm Beach Atlantic University and Cigna Corporation.

"Bringing the Summit back to the U.S., whose last gathering took place in collaboration with the Aspen Institute in Colorado, opens up great opportunities for a dynamic agenda that includes visionaries and entrepreneurs that make up one of the largest and most innovative wellness markets in the world. And easy international access to Palm Beach, as well as The Breakers' inherent beauty and coveted beachfront location, will undoubtedly be a draw for our global delegation," said Susie Ellis, GWS chairman and CEO. "However, we anticipate that the biggest impact The Breakers will have on attendees is understanding their unwavering commitment to the well-

being of their team, community and environment, and how that ultimately drives guest satisfaction."

GWS delegates, influencers from across the \$3.72 trillion global wellness industry, will be given the unique opportunity to experience some of The Breakers initiatives first hand. Attendees will learn of the resort's longstanding, committed owners and executive team, who have developed a wellness-focused business that empowers team members to attain professional and personal goals and reach their greatest potential. The result is an engaging, collaborative and high-achieving workforce, to which CEO Paul Leone attributes the resort's success as one of America's leading and most profitable independent hotels.

RELATED: [Global Wellness Summit Experts Name Eight Wellness Trends for 2017](#)

"We look forward to not only sharing our many initiatives – including our dedicated Wellness Team, unique wellness incentives, healthcare discounts, and financial wellness programs that include college and retirement planning – with Global Wellness Summit delegates, but anticipate engaging them directly in our spirit of community service and environmental advocacy," said Leone.

Community and civic responsibility is a core tenet of The Breakers, and in 2016 alone, its team volunteered 20,670 hours to build homes for the homeless, provided support to enhance the welfare of individuals and families with start-up resources and advocacy, and raised awareness and funds to eradicate illnesses.

The resort's sustainability initiatives include innovative water conservation practices, energy efficiency programs and highly impactful waste reduction measures designed to reduce landfill.

RELATED: [Global Wellness Summit 10th Anniversary Gala](#)

"Hotels and resorts, especially those with spa and wellness offerings, need to make the wellness of people and planet a priority. At The Breakers you can really see and feel that this is taking place and is part of their organizational DNA. It's a great model," said Ellis.

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The Summit is an invitation-only gathering for senior executives.

Latest news

24 Feb 2017

Global Wellness Summit 2017 announces host sponsor

BY REBECCA BARNES



Attracting key decision makers from every sector of the wellness industry, the 11th annual Global Wellness Summit (GWS) returns to USA from 9-11 October 2017.

Breakers Palm Beach will host this year's event, which will play a key role in shaping the content of the conference taking place in Palm Beach, Florida.

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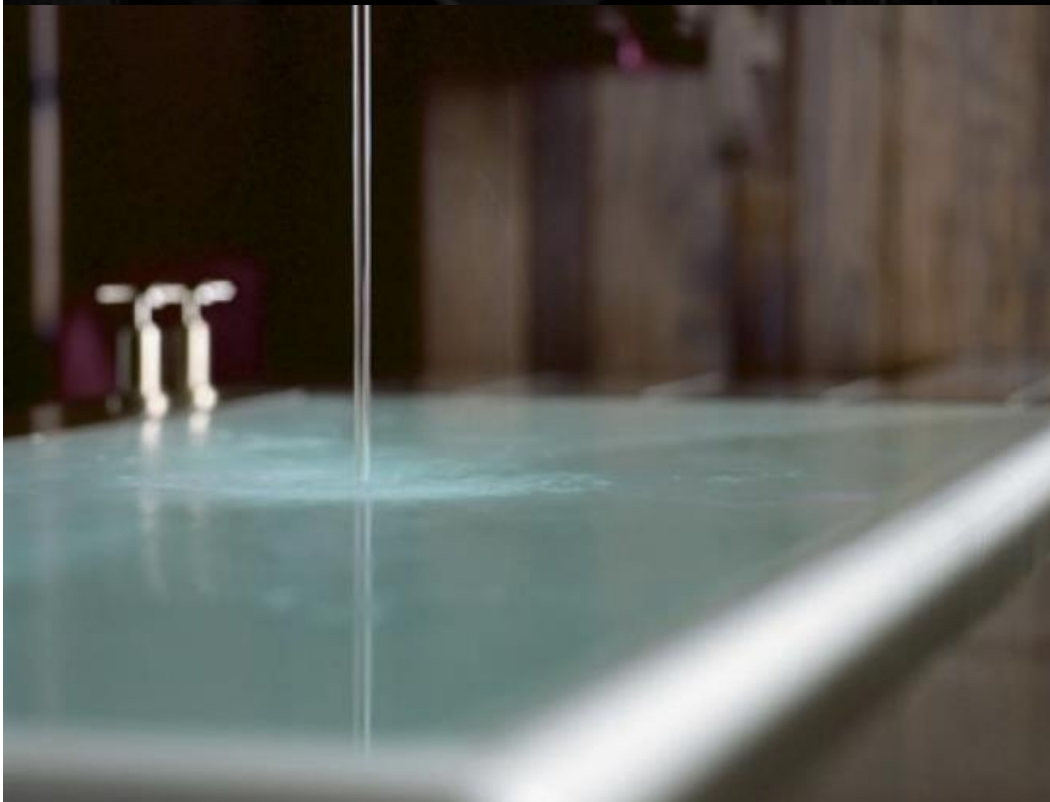
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8 Wellness Trends in 2017

🕒 February 22, 2017



During the tenth **Global Wellness Summit** in Kitzbuehl, Austria, 500+ wellness experts from 46+ countries identified the top eight wellness trends for 2017 and beyond. These experts come from industries such as travel, spa, beauty, fitness, nutrition, technology, medical, economics, and architecture.

Share your sweat:

Sweating is not a new trend. Saunas and sweating are well lodged in many cultures around the world. E.g. Japanese onsen, Arabic Hamman, Native American sweat lodges, and European sauna. The trend is to make it more spectacular and social. Finnish saunas used to be set up in rather small wooden boxes, but now they transform into entertainment venues for the sauna goers. The new sauna experience will include performances with sound, steam and even dance.



In the past the sweating experience was rather isolated. The new generation is looking for more social and fun ways to enjoy the visits. Architecturally this means that new designs with more generous spaces (sometimes for up to 300 people and with recycled materials) will be designed. This new wellness architecture could also include restaurants and bars or pop-up concepts like floating or bridge- suspended **saunas**.



Healthy wellness Architecture:

Previously architects mainly focused on surface aesthetics without giving too much thought to physical and mental health of the building occupants. Changes and building and construction will probably be the most impactful trend in 2017. Architects will take a more holistic approach to materials, air, ventilation, water light, acoustics choices.

Building standards such as **LEED** that include measures for human health and wellbeing are still expensive and many

designers shy away from them. However, there are easy ways to improve the effects that building have on people's health by for example reducing indoor air pollution with plants.



The **Six Senses Qing Cheng Mountain**, China, is a good example of biophilic design incorporating natural materials, light and vegetation.

Silence is gold:

Or rather, in the future it is becoming even more precious. In the connected, noisy world people get stressed out, anxious and depressed if they don't detach, disconnect, quiet down or switch off every once in a while. The trend is to focus deeper on silence and nature.



People yearn for the luxury that is silence to regain their inner balance. Public places such as hotels, hair salons, airports, gyms, stores etc. go silent to help with the noise detox. Silent temples in Kyoto, Japan, help jolt life contemplations by offering Zen meditations, but also hotels and spas all over the world offer silent escapes. The **Mandarin Oriental** holds silent nights at their spas and in Japan a silent restaurant chain **Ichiran** has already opened 61 locations and is now expanding to Hong Kong and the USA.



Invigorate your mind:

To further your well-being, one has to take care not only of the body, but also of the mind. Research has shown that creativity positively impacts the brain. A well-rounded wellness program address bodily needs and relaxation as well as food for thought and health for the mind through art, music and literature.

This destresses the senses and leads to more creativity and mental soundness. Regular readers show lower stress levels, have less depression and sleep better.

The wellness industry has already picked up on this trend and hotels offer classes and workshops catering to this multi-sensory approach. Have a look at the **Spa Village Tembok** in Bali where the guests can enjoy indigenous arts, drawing, dance, and guided meditation classes.

All-encompassing beauty:

Wellness and beauty are intrinsically connected. One cannot exist without the other, but now they are moving even closer together. The borders blur. The overall wellness and fitness directly, strongly and positively influences appearance and vice versa. Beauty affects all of our senses, diet, fitness, sleep, and stress levels and wellness programs help to maintain, restore or improve the attractiveness. Consumers know to take care of their mental, physical and spiritual wellness to boost their self-esteem and beauty. But they want to do it with ethically sourced, effective and exiting products. The trend in the wellness environment is to integrate these products in the treatments.



Hack your happiness and productivity or learn to live again:

The forecast by the **World Health Organization** shows that by 2030, the biggest health risk on earth will be depression. The social media world is “keeping us alone together” and weighing heavy on people’s mental and emotional state. To find their mental footing many turn to meditation practices. In the past, they were rather elite, but now meditation is become more mainstream and popular. Not in the least thanks to the tech world that has created numerous apps to help people on their way to mental wellbeing. Research shows that a sound mental state is important for happiness, productivity and stability. Many hotels offer meditation courses – in-room or in their spas e.g. **Park Hyatt New York** –

some go beyond this and bring in psychotherapists and neuroscientists to take care of their guests.

Meditation does not work for everyone or is just a way-out-there concept, there are other possibilities to lower stress levels and find the inner balance. Breathing is the gate-way “drug” to mediation or practical meditation as some call it. Workshops on how to breathe and track your breathing are on offer in some hotels. Check out: **The Andaman** Langkawi Island, Malaysia.



Another big hack is sleep. There are more apps out there than ever to help you track, improve and record your sleep. **Arianne Huffington** just recently released a new book called "The Sleep Revolution" where she discussed not only the health benefits of sleep, but how to better achieve our goals.



The hospitality industry caters to this trend with sleep programs and a focus on sleep specifically. For example the **Six Senses** is equipped with handmade mattresses, organic pillows, sheets and duvets with cooling and breathing zones. Some places offer total black outs or "kill switch" (**Villa Stephanie**, Germany) options.

Embracing the C-word:

It used to be that the wellness industry only served the healthy. However, customers with a health issue e.g. cancer sufferers have a big need for stress reduction, emotional balance and relaxation. The trend is to integrate treatments into the wellness offerings that accommodate this target group and to provide some stability in their situation whether this is during the medical treatment or during recovery time.



For more than the 1%:

The myth that only the wealthy, the rich, and the socio-economic well-offs can afford wellness persists. It gives the impression that wellness centers, spas and hotels with these facilities are oasis for the privileged. In 2017 the trend is towards more fairness in the world and giving back to the communities.

As the UN's latest [World Happiness Report](#) states that social connections and social freedom contribute to wellness and happiness. So, happiness and wellness should be for everyone. Public-private collaboration, policy changes and more affordable wellness products and services will open up this sector to everyone. A few cool initiatives can already been seen such as 2016 Shark Tank of Wellness winner Shahrin Ali, a young Bangladeshi woman, who proposed supplying clean and affordable sanitary napkins made of leftover materials from the country's cotton industry to women in developing countries, so they are empowered to live their lives to the fullest or some spas in North America donate their net profits entirely to charities.

Overall, wellness becomes more accessible, social and inclusive in 2017. The industry will see a creative and innovative push on many fronts influencing the customers' lives and the environment. To read the report in detail, please click [here](#).

Source: 2017 Wellness Trends, from Global Wellness Summit.

Wellness Trends on the Horizon (Part 2)

Posted by **Matthew** on 02.20.2017



Last Monday, we looked at the economic impact that **workplace wellness** and the overall wellness industry have on the global economy, as estimated by the Global Wellness Institute, Global

Wellness Economy Monitor, January 2017. Today, we'd like to highlight a few wellness trends that GWI identified in both that report and in the 2017 Wellness Trends from its Global Wellness Summit, held in October 2016.

A Surge in Mental Wellness Programming

GWI calls mental wellness “the biggest future trend, period.”

We've discussed the topic recently in our blogs and have seen it firsthand here at WCS. **More and more employees are turning to meditation, yoga and other mindfulness exercises to calm the mind and ready themselves for the tasks at hand.**

Due to both increasing levels of stress and our greater understanding of brain science, GWI writers say that wellness workplaces, retreats, spas, fitness studios, schools and governments will step up “healthy mind” programming. Meditation will mainstream further and sleep health programs and technology will increase in popularity. Wellness centers/destinations will bring in psychotherapists and neuroscientists, and new apps will track mental wellness and stress.

Wellness Beyond the “Well-Off”

GWI predicts a democratization of wellness, where access to healthy living options will extend to more than the rich. Changes will include more wellness businesses providing more services to more people.

We’ll see a wave of healthy products and services at lower price-points:

- New affordable healthy grocery stores
- New healthy “fast-food” chains
- Low-priced, wellness-focused lodging
- More budget spa brands
- More “sliding scale” wellness: fitness classes and healthy restaurant prices based on income

The Need for Quiet

The constant insertion of digital noise into our lives has given rise to sharp new desires for actual silence—quiet contemplation—to leave the shrieking world totally behind. GWI says we’ll see a sharper focus on silence, with more businesses and wellness destinations taking a radical new approach by providing opportunities for silence and absolute disconnection.

Businesses, hotels and resorts will offer “quiet room labels,” “Quiet Zone” floors and “digital kill switches” that make it (temporarily) impossible to utilize smartphones or other digital technology. **Even silent restaurants and airports are on the horizon.**

“Wellness Architecture” Emerges

All these new technologies are making possible a new “wellness architecture”—which is emerging as one of the most meaningful future wellness trends. **New standards that do for human wellness what LEED did for the environment will also be adopted.** GWI predicts that everything in buildings will be rethought: air, ventilation, water, light, sleep, and sound/acoustics. More Americans will choose to live in new wellness-focused communities.

For more analysis of the mental wellness, “democratization,” and other wellness trends, **check out** the full Global Wellness Summit report (PDF).

Economic Impact of Workplace Wellness (Part 1)

Posted by [Matthew](#) on 02.13.2017



A recent trade report tabs workplace wellness as a \$43.3 billion global market, and predicts the industry will continue to grow as employers seek ways to slash healthcare costs and increase productivity.

That's [one finding](#) from the Global Wellness Institute, *Global Wellness Economy Monitor*, January 2017. [Workplace wellness](#) is just one of nine sectors that comprise the \$3.7 trillion global wellness economy.

Cost of the Unwell

GWl estimates that sick or unwell workers now cost the world's economy 10-15% in output when you factor in medical costs and productivity losses caused by chronic diseases, work-related stress, injuries and illness, and widespread disengagement at work.

U.S. Largest Workplace Wellness Market By far

The report estimates that American employers spend four times more (\$14.4 billion) annually on employee wellness than the next largest markets: Japan (\$3.4 billion) and Germany (3.1 billion). The U.S. alone represents one-third of the workplace wellness spend, and is growing at almost 7% annually. American companies will continue spending more on employee wellness to lower healthcare costs, improve morale and recruitment, raise productivity, and stay competitive in the market. Globally, workplace wellness is expected to grow 5.0% annually to \$55.1 billion in 2020.

A More Holistic Approach

In recent years, the scope of workplace wellness has gradually expanded from physical health to a more holistic approach. No longer are employee wellness programs offering only **biometric screenings**, weight-loss, and smoking cessation programs. They're expanding to include mental health, stress management, and even financial wellness (all of which we offer, by the way).

Progressive companies are going much further to create a culture of health and well-being, incorporating features such as a healthy workplace design, innovative management and work structures, flexible and remote work, unlimited vacation time, expanded maternity and paternity leave, comprehensive minimum pay increases, and company-sponsored community service—all of which aim to improve employees' engagement, work-life balance, and overall satisfaction and happiness at work.

GLOBAL WELLNESS SUMMIT

11TH ANNUAL GLOBAL WELLNESS SUMMIT RETURNS TO USA

🕒 February, 22 2017 📍 Travel Industry Wire

2017 Summit makes unprecedented choice of lead sponsor – a hotel property versus a destination; delegates to be immersed in wellness-focused resort business that prioritizes employee well-being and social responsibility above all



The Global Wellness Summit (GWS), the world's preeminent gathering of decision makers in the wellness industry, today officially announced The Breakers Palm Beach as this year's host sponsor, a first for a hotel property, which will have a key role in shaping the content of the 11th-annual conference, to take place in Palm Beach, Florida, October 9-11, 2017. The Breakers is supported in their GWS sponsorship efforts by two Florida-based institutions, Palm Beach Atlantic University and

Cigna Corporation.



"Bringing the Summit back to the U.S., whose last gathering took place in collaboration with the Aspen Institute in Colorado, opens up great opportunities for a dynamic agenda that includes visionaries and entrepreneurs that make up one of the largest and most innovative wellness markets in the world. And easy international access to Palm Beach, as well as The Breakers' inherent beauty and coveted beachfront location, will undoubtedly be a draw for our global delegation," said Susie Ellis, GWS chairman and CEO. "However, we anticipate that the biggest impact The Breakers will have on attendees is understanding their unwavering commitment to the well-being of their team, community and environment, and how that ultimately drives guest satisfaction."

GWS delegates, influencers from across the \$3.72 trillion global wellness industry, will be given the unique opportunity to experience some of The Breakers initiatives first hand. Attendees will learn of the resort's longstanding, committed owners and executive team, who have developed a wellness-focused business that empowers team members to attain professional and personal goals and reach their greatest potential. The result is an engaging, collaborative and high-achieving workforce, to which CEO Paul Leone attributes the resort's success as one of America's leading and most profitable independent hotels. Thanks to Leone's leadership (since 1994) and the owners' relentless dedication and unrivaled investment of over \$30 million each year in capital improvements, The Breakers stays on a path of continuous renewal to thrive in the highly competitive hospitality market.

"We believe that the heart and soul of an organization drives its long-term success – a belief that was instilled in our culture over 120 years ago by our founder, Henry Morrison Flagler," said Leone. "We look forward to not only sharing our many initiatives - including our dedicated Wellness Team, unique wellness incentives, healthcare discounts, and financial wellness programs that include college and retirement planning – with Global Wellness Summit delegates, but anticipate engaging them directly in our spirit of community service and environmental advocacy."

Leone also thanked The Breakers' co-sponsors Palm Beach Atlantic University, a comprehensive, interdenominational Christian university, and Cigna Corporation, a global health service company dedicated to helping people improve their well-being.

Community and civic responsibility is a core tenet of The Breakers, and in 2016 alone, its team volunteered 20,670 hours to build homes for the homeless, provided support to enhance the welfare of individuals and families with start-up resources and advocacy, and raised awareness and funds to eradicate illnesses.

The resort's sustainability initiatives include innovative water conservation practices, energy efficiency programs and highly impactful waste reduction measures designed to reduce landfill.

"Hotels and resorts, especially those with spa and wellness offerings, need to make the wellness of people and planet a priority. At The Breakers you can really see and feel that this is taking place and is part of their organizational DNA. It's a great model," said Ellis.

This year's Summit is co-chaired by Professor Gerry Bodeker, PhD, clinical psychologist and public health academic (University of Oxford, UK; Columbia University, New York); Clare Martorana, formerly of Everyday Health and WebMD, now Digital Service Expert, United States Digital Service; and Maggie Hsu, advisor for U.S. online platform Zappos.

The Global Wellness Summit attracts leaders from every sector of the wellness industry: hospitality, tourism, spa, beauty, fitness, nutrition, finance, education, environment, medicine, architecture, workplace wellness, wellness communities and technology.

The Summit is an invitation-only gathering for senior executives; for information about attending [click here](#). For sponsorship, contact Michelle Gamble.

THE HOTEL SHOW DUBAI



8 GLOBAL WELLNESS TRENDS

Beth McGroarty, Research Director at the Global Wellness Institute, summarises for us the top 8 trends in wellness, spas and travel for 2017 identified by 100s of experts at the 2016 Global Wellness Summit:

1. SAUNA REINVENTED

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking...literally.

2. WELLNESS ARCHITECTURE

Architecture has long been preoccupied with surface aesthetics: "starchitects" designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: "living buildings" that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you're entering a "sick" building; dawn-simulating lighting easing you into your day. Everything "built" is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

3. SILENCE

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to "turning off" the noise: true silence. For example, the first completely "Silent Spa" (with stunning church-inspired architecture) just opened at Austria's Therme Laa Hotel. And new "wellness monasteries" are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy's soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany's Brenner's Park have even installed "digital kill switches" for totally silent rooms. And "silent" restaurants, salons, gyms, stores and airports are all being unveiled...

4. ART & CREATIVITY TAKE CENTER STAGE

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and "to do") at the center of more wellness experiences. Look for more performance, like at Germany's famed spa resort, Schloss Elmau, where musicians and writers "play-to-stay" (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK's new Gainsborough Bath Spa Hotel. We'll see more sophisticated, "beyond the adult coloring book" programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to "yoga concerts." The creative arts have a future starring role in wellness.

5. WELLNESS REMAKES BEAUTY

Beauty, the goliath industry (\$1 trillion) of the \$3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and “inner beauty.” From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new “neuroaesthetics” (the brain is wired to respond to beauty) – the “beauty comes from within” concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old “cosmetic repair.” We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

6. THE FUTURE IS MENTAL WELLNESS

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more “healthy mind” approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London’s ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from “dream” to “floating” meditation). We’ll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because “mind” will finally get equal billing with “body.”

7. EMBRACING THE C-WORD

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach’s pioneering “Wellness for Cancer” program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA’s “Nurture and Support” program to Natura Bissé’s “oncological aesthetics” to Two Bunch Palms’ “Mindful Touch Massage”, wellness practitioners are finally opening their hearts and healing practices to cancer patients.

8. BEYOND THE GHETTOS OF WELLNESS

In a world where rising income and “wellbeing” inequalities are fueling a populist backlash, a wellness industry that’s become narrowly associated with rich elites (those \$300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the “other 99%”, like “Yoga Gives Back” helping poor women in India – or Newfoundland’s Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A “Wellness Tourism 2.0” will rise: a development model thinking beyond the (often elite, “gated”) property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost “wellness” is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about “rock-bottom” vs. “fair” pricing, given the human labor that delivers so many of these healthy experiences.

Sustainable design specialist Victoria Lockhart joins International WELL Building Institute

BY KIM MEGSON | 17 FEB 2017

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Health and wellbeing specialist Victoria Lockhart has announced she is leaving her role at global design, engineering and consultancy firm Arup to take up a position at the International WELL Building Institute (IWBI).

Lockhart is a leading researcher in the field of wellness design, specialising in the role technology plays in accurately establishing how the new generation of sustainable buildings will affect the people who use them.

IWBI administers the WELL Building Standard, an evidence-based system for measuring, certifying and monitoring the performance of building features that impact health and wellbeing.

In her new role, based in London, Lockhart will continue to advise on sustainable green building practices across Europe, the Middle East and Africa.

At Arup, she helped develop the firm's virtual reality programmes, designed with biometric sensors to find out how people react to spaces before they're built. She also worked on the Arup Sound Lab, in which clients can experience what their building will sound like before a single brick is laid.

Speaking in a panel session at last year's Global Wellness Summit in Austria, moderated by *CLAD* editor Liz Terry, Lockhart explained how modern technologies mean "we no longer have to be neuroscientists to understand how people are perceiving different environments."

This is the latest appointment by IWBI, following its appointment of US Green Building Council founding chair Rick Fedrizzi as its CEO last November.

Wellness Drives Growth in Spa and Related Industries

At the 10th Global Wellness Summit 2016 held in Kitzbuhel, Austria, experts share their professional ideas on the development of the wellness and spa industry, bringing forth much inspiration. By Lisa Starr



The words “spa” and “wellness” have become more synonymous in the last few years, and yet there are still distinct differences between the two. A spa is a place you can go to for relaxation, rejuvenation and appearance-related treatments; wellness is not a physical destination, but rather a concept that combines elements of the mental, spiritual and physical. At the recent 10th annual Global Wellness Summit, these and related issues were explored in the beautiful setting of the Tyrolean Alps.

The Global Wellness Summit, organized by the Global Wellness Institute, is the leading event of its kind, bringing together leaders in many fields related to wellness. There were numerous participants from the typical wellness industries including spa, hospitality, and healthcare, but also unexpected and interesting representatives from economics, neuroscience, trends, and wellness tourism, among others. Over 500 attendees from 45 countries gathered in the small town of Kitzbuhel, Austria, about an hour from Innsbruck.

The Tyrol region has over 400 wellness hotels, which aim to provide a specific experience for their guests, beyond just a room for the night. Wellness hotels have outdoor programming, nature activities, sauna & beauty treatments, and good food, as well as the expected accommodations of a 4- or 5- star hotel. The sparkling clear air, babbling brooks, and gorgeous mountain vistas entice one to hike and spend time out of doors. Besides the elaborate sauna and pools facilities in these hotels, there is an abundance of hiking, biking and golf in the summer months as well as the expected skiing, snowboarding, ice skating and related cold-weather sports in the winter months, and the region has excellent airport connections from either Innsbruck or Salzburg. Tyrol has only 8% of the population of Austria, but represents 40% of the tourism dollars to the country, and it's easy to see why. The region is also home to some of the world's most popular wellness destinations, including Lanserhof, Bio-Hotel Stanglwirt, and the Vivamayr clinic on Lake Wörth.

One of the most valuable tools the Global Wellness Institute provides for the spa and wellness industries is the funding of vital research, to help us define the size and scope of our market, while identifying potential areas for growth and innovation. Most notable was that the overall wellness market globally is now estimated to be worth \$3.7 trillion, and has grown 10% since the numbers were last reported in 2014. The continued growth is attributed to factors including the rise in economic prosperity around the world, a continued expansion of the middle class, and the consumer realization that the responsibility for personal health starts with good personal care. In fact, the personal accountability was a factor in the updated definition of wellness that was also presented; "Wellness is an active pursuit of activities, choices, and lifestyles that lead to a state of holistic health." The Wellness Economy is further defined as "Industries that enable consumers to incorporate wellness activities and choices in their lifestyles."

Some of the other standout figures from the global research:

The number of spas grew to 121,595 locations, providing jobs for 2.2 million people and \$78 billion in service revenue

Wellness Tourism is valued at \$563 billion, employing 17.9 million people.

World travelers made 691 million wellness trips in 2015, 15% growth over 2013

Thermal spas reached \$51 billion in revenues in 27,507 establishments, employing 1.4 million

The Summit itself is comprised of a welcoming cocktail party followed by three days of programming, networking lunches and dinners, a Gala Dinner, and post-dinner "Kaffee Conversations." The presentations all took place in the KitzKongress building, which accommodated all attendees in a large room for keynote presentations, and smaller groups for a variety of breakouts.

A fascinating panel, directly related to the spa industry, explained European Spa & Wellness Traditions, beginning with the Greeks who created the first shower in approximately 500 B.C.. It was amazing to hear the different variations just from this one part of the world; thalassotherapy, Estonian smoke saunas, traditional Finnish saunas, Latvia pyrts, mud and hay baths, and Russian banyas. The Medical Director of the world-famous VivaMayr clinic, Dr. Harald Stossier, explained the history of the F.X. Mayr cure and the concept of intestinal health.

Neuroscientist Dr. Claudia Aguirre discussed her research on beauty and its effect on the brain, saying that beauty is connection, it's community, and it can definitely change self-esteem. The topic of beauty is a popular one, and for good reason. The Beauty & Anti-aging sector of the wellness market is the largest one, valued at \$999 billion, and includes spa treatments, and all of the products that spas sell to consumers. The Global Wellness Institute has added a Beauty Initiative this year, and there is a lot of interest in connecting beauty and wellness. One of the breakouts was on this very topic, and the packed room broke into groups who worked on exploring the commonalities between the two. One of the key takeaways was that wellness & spa go easily together, while beauty can be considered too "superficial," and yet you can't have wellness without beauty.

Relevant to many attendees was a breakout session that debated the merits of Hotel Chains vs. Family-Owned Properties, and what each could learn from the other. Representatives of family-owned brands with 1-3 units operating are more nimble and flexible, and someone from the family might even be onsite, while the large brands have greater resources and marketing aptitude. Guests can have a great experience either way, but personally I think it can be hard to beat the level of care you receive in a family-owned property.

Regardless of the business you are in, you probably need a building, and that was the topic addressed by the Wellness Architecture & Design panel. Architects from Arup and GRAFT, along with the CEO of Six Senses, Neil Jacobs, discussed the present state of wellness design. Buildings are being designed and created with sustainability tools that enable them to actually be "safe," rather than less bad. Lars Kruckeberg of GRAFT discussed a clinic they designed in Berlin which uses lighting to create a healing environment that reacts to the patients. A company called Cradle to Cradle designs buildings that do not die; they are made entirely of components such as clay and wood which can go back into the earth at the end of their life-cycle. Jacobs shared that Six Senses has employed a Sacred Geometrist to analyze hotel sites and guides design based on the land and the energy field. Other design trends include biophilic design, walls with algae embedded in them which produces energy for the building, new drywall that absorbs VOC's, using virtual reality to test finishes before the building is constructed, and incorporating acoustic qualities into the design.

While you might not expect an Oxford Professor of Economics to be amusing, that was indeed the case with another presenter, Dr. Jan-Emmanuel De Neve, who shared his extensive research data on the connections between wellness and happiness, and their relationship with economics. His research shows that, when it comes to the employees, the benefits of having a wellness-oriented environment and business practices are numerous, and include better recruitment, retention, and staff motivation. He noted that employees don't just care how much they are paid, but how they are paid.

New this year at the Summit was the Shark Tank of Wellness; a contest for students to design an idea for a wellness innovation. 60 students submitted ideas, and the top 3 finalists were chosen to appear at the Summit and present their ideas to the delegation and a panel of industry judges. This year's winner was Bangladeshi student Shahrin Ali Raivi, who designed an affordable sanitary napkin made from recycled cotton textile waste, easily accessible given the size of the Bangladeshi textile industry.

The final night's Gala Dinner was held in the Swarovski Crystal Worlds Museum, where the glittering dress of the delegation matched the sparkling Swarovski designs on display. At the conclusion of the Summit, many of the delegates went on to organized post-Summit activities, such as visits to thermal spas or wellness hotels in Tyrol, or elected to explore the Alps on their own. I chose to spend a few days at the amazing Bio-Hotel Stanglwirt; this family-owned and operated property is like a fairy-tale wellness experience, with extensive pools and saunas, numerous restaurants, outdoor activities, tennis academy, and even a stable of native Lipizzaner horses with a riding rink adjacent to the lobby lounge! The hotel is especially oriented to families and couples, and just won the 2016 Wellness Travel Award as the best hotel in Austria.

Next year, the Global Wellness Summit will be held at The Breakers in Palm Beach, Florida, from October 9-11, and promises to continue the world-class education and networking opportunities that provide stimulation for the spa and wellness leaders of tomorrow.



Global Wellness Summit Experts Name Eight Wellness Trends for 2017



[Image: The Knottnkino]

The experts identify future directions for the \$3.7 trillion wellness industry.

The [Global Wellness Summit](#) (GWS) in Kitzbühel, Austria, brought together leaders from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds to identify what the top wellness trends in 2017 (and beyond) will be – and why.

The wellness forecast has a distinct “get real” quality: from architects finally designing buildings for human health to so many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites. And much innovation lies ahead: from a new focus on both “silent” and creativity/arts programming (at hotels, spas and fitness studios) to the 2,000-year-old sauna tradition getting a 21st-century re-imagining.

“No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands,” said Susie Ellis, GWS chairman & CEO. “And it makes for a powerfully collective, global and informed set of predictions.”

After the trends were identified, GWS researchers expanded on global examples to illustrate the ways they’re already taking shape in our world.

THE TRENDS

1. **Sauna Reinvented** – Something both hot and very cool: the reinvention of sauna that’s underway. From “Sauna Aufguss” events where “sauna-meisters” conduct theatrical performances of infusions, song and dance. To hip, social “amphitheater” or “hangout” saunas (whether Helsinki’s new high-design Löyly sauna complex or Scotland’s new loch-side “Hot Box” with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban “sweat lodges” serving up infrared sauna treatments, like NYC’s [Higher Dose](#). No longer a solitary, “meh” experience, the new, spectacular, social saunas are some “outside of the box” thinking...literally.

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Wellness Architecture – Architecture has long been preoccupied with surface aesthetics: “starchitects” designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: “living buildings” that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you’re entering a “sick” building; dawn-simulating lighting easing you into your day. Everything “built” is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

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Silence – In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to “turning off” the noise: true silence. For example, the first completely “Silent Spa” (with stunning church-inspired architecture) just opened at Austria’s Therme Laa Hotel. And new “wellness monasteries” are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy’s soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany’s Brenner’s Park have even installed “digital kill switches” for totally silent rooms. And “silent” restaurants, salons, gyms, stores and airports are all being unveiled...

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Art & Creativity Take Center Stage – Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and “to do”) at the center of more wellness experiences. Look for more performance, like at Germany’s famed spa resort, Schloss Elmau, where musicians and writers “play-to-stay” (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK’s new Gainsborough Bath Spa Hotel. We’ll see more sophisticated, “beyond the adult coloring book” programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to “yoga concerts.” The creative arts have a future starring role in wellness.

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The Future Is Mental Wellness – When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more “healthy mind” approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London’s [ESPA Life](#) at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from “dream” to “floating” meditation). We’ll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because “mind” will finally get equal billing with “body.”

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Beyond the Ghettos of Wellness – In a world where rising income and "wellbeing" inequalities are fueling a populist backlash, a wellness industry that's become narrowly associated with rich elites (those \$300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the "other 99%", like "[Yoga Gives Back](#)" helping poor women in India – or Newfoundland's [Fogo Island Inn](#), where every dollar of profit goes back to its economically-challenged island community. A "Wellness Tourism 2.0" will rise: a development model thinking beyond the (often elite, "gated") property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost "wellness" is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about "rock-bottom" vs. "fair" pricing, given the human labor that delivers so many of these healthy experiences.



ZAPPOS EYEING HOTEL BUSINESS?

At the Global Wellness Summit in Tyrol, Austria, Zappos, the Amazon-owned online footwear and clothing retailer announced it is contemplating a foray into a new business model: hotels. While the company didn't officially announce a Zappos hotel brand, they're in the very early stages of brainstorming. The company's well-known practice of "holocracy", which eliminates bosses or managers from the corporate structure was driven by a desire to expand into new industries beyond e-commerce. New hotel brands being forged from existing brands outside the hotel space is a recent trend in hospitality. Examples include: Equinox Hotels from the company known for its high-end gyms; West Elm Hotels from the company known for its home furnishings; Margaritaville Resorts from Jimmy Buffet's line of restaurant-bars; and soon, Lagerfeld Hotels, brought to you by fashion designer Karl Lagerfeld of Chanel. To read more at *Skift*, [click here](#).



The Global Wellness Institute has been a research partner of the [Global Wellness Summit](#) (GWS) since it was founded. And at the recent Summit in Kitzbühel, Austria, 500+ wellness experts from 46 nations (from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds) gathered to debate the future of the \$3.7 trillion wellness industry. And when that happens you get a uniquely informed and global view of the trends coming in 2017 – and beyond. These wellness trends have a “get real” quality (not the “charcoal is the new kale” variety). From architects finally designing buildings for human health to the many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites. To read the full, 55-page report, click [here](#).

Trend # 1 — Sauna Reinvented

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Architecture has long been preoccupied with surface aesthetics: “starchitects” designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: “living buildings” that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you’re entering a “sick” building; dawn-simulating lighting easing you into your day. Everything “built” is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Trend #3 — Silence

In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to “turning off” the noise: true silence. For example, the first completely “Silent Spa” (with stunning church-inspired architecture) just opened at Austria’s Therme Laa Hotel. And new “wellness monasteries” are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy’s soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany’s Brenner’s Park have even installed “digital kill switches” for totally silent rooms. And “silent” restaurants, salons, gyms, stores and airports are all being unveiled...

Trend #4 — Art & Creativity Take Center Stage

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and “to do”) at the center of more wellness experiences. Look for more performance, like at Germany’s famed spa resort, Schloss Elmau, where musicians and writers “play-to-stay” (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK’s new Gainsborough Bath Spa Hotel. We’ll see more sophisticated, “beyond the adult coloring book” programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to “yoga concerts.” The creative arts have a future starring role in wellness.

Trend #5 — Wellness Remakes Beauty

Beauty, the goliath industry (\$1 trillion) of the \$3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and “inner beauty.” From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new “neuroaesthetics” (the brain is wired to respond to beauty) – the “beauty comes from within” concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old “cosmetic repair.” We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.

Trend #6 — The Future is Mental Wellness

When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more “healthy mind” approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London’s ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from “dream” to “floating” meditation). We’ll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because “mind” will finally get equal billing with “body.”

8 WELLNESS TRENDS FOR 2017

06 February 2017

CURRENT TAGS:

COUNTRY: Global

TOPICS: Service delivery, Spa tourism

SECTORS: Medical spa and wellness treatment

The Global Wellness Summit has identified eight trends for 2017 in the \$3.7 trillion wellness industry. Sauna reinvented, Wellness architecture, Silence, Art and creativity, Wellness remakes beauty, Mental wellness, Mental wellness, Cancer, Beyond the ghettos.



The [Global Wellness Summit](#) has identified eight trends for 2017 in the claimed \$3.7 trillion wellness industry:

- **Sauna reinvented**

Something both hot and very cool: the reinvention of sauna. There are sauna aufguss events where sauna masters conduct theatrical performances of infusions, song and dance. And hip, social amphitheatre or hangout saunas such as Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side Hot Box with DJ and bar. There are **pop-up saunas floating on lakes or hanging from bridges**. Trendy urban sweat lodges offer infrared sauna treatments. No longer a solitary experience, the new, spectacular saunas are social.

- **Wellness architecture**

We have living buildings that grow their own energy; responsive architecture that tailors indoor health experiences; phone apps alerting people when entering a sick building; and dawn-simulating lighting.

- **Silence**

Wellness destinations are **embracing a dramatic approach to turning off the noise**: true silence. The first completely silent spa with church-inspired architecture has opened at Austria's [Therme Laa Hotel](#). New wellness monasteries are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces - such as Italy's Eremito, with **no WiFi/phone signal and silent, candlelit dinners**. Germany's Brenner's Park has installed digital kill switches for totally silent rooms. And silent restaurants, salons, gyms, stores and airports are all being opened.

- **Art and creativity**

The creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance at the centre of more wellness experiences. Germany's famed spa resort; [Schloss Elmau](#) has musicians and writers offering 200 concerts a year. There is live classical violin while taking the waters at the UK's new [Gainsborough Bath Spa Hotel](#). There are painting classes under the stars – as well as multi-sensory experiences, from sound baths to yoga concerts.

- **Wellness remakes beauty**

Beauty is **remaking itself to meet the needs of a wellness-oriented population** obsessed with authenticity and inner beauty. With many eatable/drinkable beauty-boosters and clean, organic cosmetics - plus medical evidence for a new neuroaesthetics (the brain is wired to respond to beauty) - the beauty comes from within concept will keep gaining.

- **Mental wellness**

When it comes to mental wellness, our world has a problem: **depression and anxiety is skyrocketing**. There will be healthier mind approaches. Wellness retreats and spas are adding neuroscientists and psychotherapists.

- **Cancer**

The wellness world is waking up to the needs of cancer patients. **Julie Bach's pioneering wellness for cancer programme** means wellness companies/spas are trained to deliver comfort and dignity to cancer sufferers. Wellness practitioners are opening their healing practices to cancer patients.

- **Beyond the ghettos**

More wellness businesses will offer money to the poor. A new wave of **low-cost wellness offers affordable healthy supermarkets and spa chains**.



From: **The Herman Group -- Strategic Business Futurists**

Austin , TX

Wednesday, February 01, 2017

The Herman Trend Alert

February 1, 2017

Five Global Wellness Trends to Watch in 2017

From time to time, we have covered trends in wellness; with our new-found availability of information from the Global Wellness Institute, we expect to be covering wellness more often. This Herman Trend Alert represents a taste of the wellness trends for 2017 and beyond that emerged from a recent worldwide meeting of 500-plus wellness experts who recently gathered in Kitzbühel, Austria, for the Global Wellness Summit.

Saunas go social

Experiencing a sauna used to be a very private and solo activity; that is changing. We're seeing a reinvention of sauna with theatrical song and dance Sauna Aufguss events to shocking amphitheater saunas. It's clearly not your Mom's type of sauna anymore. Sweating is becoming spectacular and social.

Architecture to support wellness

There a serious shift in the architecture of living and working spaces to create buildings that support people's health. Many aspects of the "built" environment are becoming reengineered from indoor air quality to sleep quality and specially designed acoustics. A change that is long overdue!

Silence

Few in the developed world would dispute that we live in a world of 24/7 connectedness. To help guests turn off and unplug, wellness destinations are embracing a dramatic approach: true silence. From "silent spas" to new silent and contemplative "wellness monasteries", retreat locations are looking at how to support their guests in this "new" way. We're even seeing "silent" restaurants, salons, gyms, stores, and airports.

Mental wellness becoming more important

Look for apps to track your mental state, as mental wellness becomes the trend to watch. Wellness destinations will bring in neuroscientists and psychotherapists, while meditation will become mainstream, as the benefits are more widely known.

Opportunities to express creativity center stage

Many years ago, our author Joyce visited Canyon Ranch in the Berkshire Mountains. There she had the opportunity create a sculpture, that reinforced her love of art and design. Wellness retreats worldwide are now focusing on art, music, literature, and dance, too, as they provide engaging experiences for their guests. Expect more concerts, painting classes, and how-to-create classes at hotels, wellness retreats, spas, and studios.

Special thanks to HotelsMag.com and its contributor Mark Grenoble and Jeff Weinstein for their attention to this important information. You can read the complete 55-page report from The Global Wellness Summit [here](#)

YOU'VE GOT TO SPA

ALL THINGS THAT KEEP BODY AND MIND IN PERFECT HARMONY

8 WELLNESS TRENDS FOR 2017

January 28, 2017

The Global Wellness Summit (GWS) in Kitzbühel, Austria, brought together leaders from the travel, spa, beauty, fitness, nutrition, technology, medical and architecture worlds to identify what the top wellness trends in 2017 (and beyond) will be – and why.

Photo Credit: tlchua99

The wellness forecast has a distinct “get real” quality: from architects finally designing buildings for human health to so many new directions ahead in mental wellness to a wellness industry that will become more democratized, reaching beyond its narrowing association with wealthy elites. And much innovation lies ahead: from a new focus on both “silent” and creativity/arts programming (at hotels, spas and fitness studios) to the 2,000-year-old sauna tradition getting a 21st-century re-imagining.

“No other trends report is based on the perspectives of so many wellness experts, whether leading economists or futurists or the heads of hospitality, spa and beauty brands,” said Susie Ellis, GWS chairman & CEO. “And it makes for a powerfully collective, global and informed set of predictions.”

After the trends were identified, GWS researchers expanded on global examples to illustrate the ways they’re already taking shape in our world.

THE TRENDS

Sauna Reinvented – Something both hot and very cool: the reinvention of sauna that’s underway. From “Sauna Aufguss” events where “sauna-meisters” conduct theatrical performances of infusions, song and dance. To hip, social “amphitheater” or “hangout” saunas (whether Helsinki’s new high-design Löyly sauna complex or Scotland’s new loch-side “Hot Box” with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban “sweat lodges” serving up infrared sauna treatments, like NYC’s Higher Dose. No longer a solitary, “meh” experience, the new, spectacular, social saunas are some “outside of the box” thinking...literally.

Wellness Architecture – Architecture has long been preoccupied with surface aesthetics: “starchitects” designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: “living buildings” that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you’re entering a “sick” building; dawn-simulating lighting easing you into your day. Everything “built” is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.

Picture credit: John O’Nolan

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Embracing the C-Word – The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach’s pioneering “Wellness for Cancer” program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA’s “Nurture and Support” program to Natura Bissé’s “oncological aesthetics” to Two Bunch Palms’ “Mindful Touch Massage”, wellness practitioners are finally opening their hearts and healing practices to cancer patients.

Beyond the Ghettos of Wellness – In a world where rising income and “wellbeing” inequalities are fueling a populist backlash, a wellness industry that’s become narrowly associated with rich elites (those \$300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the “other 99%”, like “Yoga Gives Back” helping poor women in India – or Newfoundland’s Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community.

A “Wellness Tourism 2.0” will rise: a development model thinking beyond the (often elite, “gated”) property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost “wellness” is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about “rock-bottom” vs. “fair” pricing, given the human labor that delivers so many of these healthy experiences.

Culled From: DAYSPA Magazine.

Five global wellness trends to watch in 2017.

Friday, 3rd February 2017

Source : Joyce Gioia, Strategic Business Futurist

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You can read the complete 55-page report from The Global Wellness Summit [here](#).

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Wellness Drives Growth in Spa and Related Industries

At the 10th Global Wellness Summit 2016 held in Kitzbuhel, Austria, experts share their professional ideas on the development of the wellness and spa industry, bringing forth much inspiration. By Lisa Starr



The words “spa” and “wellness” have become more synonymous in the last few years, and yet there are still distinct differences between the two. A spa is a place you can go to for relaxation, rejuvenation and appearance-related treatments; wellness is not a physical destination, but rather a concept that combines elements of the mental, spiritual and physical. At the recent 10th annual Global Wellness Summit, these and related issues were explored in the beautiful setting of the Tyrolean Alps.

The Global Wellness Summit, organized by the Global Wellness Institute, is the leading event of its kind, bringing together leaders in many fields related to wellness. There were numerous participants from the typical wellness industries including spa, hospitality, and healthcare, but also unexpected and interesting representatives from economics, neuroscience, trends, and wellness tourism, among others. Over 500 attendees from 45 countries gathered in the small town of Kitzbuhel, Austria, about an hour from Innsbruck.

The Tyrol region has over 400 wellness hotels, which aim to provide a specific experience for their guests, beyond just a room for the night. Wellness hotels have outdoor programming, nature activities, sauna & beauty treatments, and good food, as well as the expected accommodations of a 4- or 5- star hotel. The sparkling clear air, babbling brooks, and gorgeous mountain vistas entice one to hike and spend time out of doors. Besides the elaborate sauna and pools facilities in these hotels, there is an abundance of hiking, biking and golf in the summer months as well as the expected skiing, snowboarding, ice skating and related cold-weather sports in the winter months, and the region has excellent airport connections from either Innsbruck or Salzburg. Tyrol has only 8% of the population of Austria, but represents 40% of the tourism dollars to the country, and it's easy to see why. The region is also home to some of the world's most popular wellness destinations, including Lanserhof, Bio-Hotel Stanglwirt, and the Vivamayr clinic on Lake Wörth.

One of the most valuable tools the Global Wellness Institute provides for the spa and wellness industries is the funding of vital research, to help us define the size and scope of our market, while identifying potential areas for growth and innovation. Most notable was that the overall wellness market globally is now estimated to be worth \$3.7 trillion, and has grown 10% since the numbers were last reported in 2014. The continued growth is attributed to factors including the rise in economic prosperity around the world, a continued expansion of the middle class, and the consumer realization that the responsibility for personal health starts with good personal care. In fact, the personal accountability was a factor in the updated definition of wellness that was also presented; "Wellness is an active pursuit of activities, choices, and lifestyles that lead to a state of holistic health." The Wellness Economy is further defined as "Industries that enable consumers to incorporate wellness activities and choices in their lifestyles."

Some of the other standout figures from the global research:

The number of spas grew to 121,595 locations, providing jobs for 2.2 million people and \$78 billion in service revenue

Wellness Tourism is valued at \$563 billion, employing 17.9 million people.

World travelers made 691 million wellness trips in 2015, 15% growth over 2013

Thermal spas reached \$51 billion in revenues in 27,507 establishments, employing 1.4 million

The Summit itself is comprised of a welcoming cocktail party followed by three days of programming, networking lunches and dinners, a Gala Dinner, and post-dinner "Kaffee Conversations." The presentations all took place in the KitzKongress building, which accommodated all attendees in a large room for keynote presentations, and smaller groups for a variety of breakouts.

A fascinating panel, directly related to the spa industry, explained European Spa & Wellness Traditions, beginning with the Greeks who created the first shower in approximately 500 B.C.. It was amazing to hear the different variations just from this one part of the world; thalassotherapy, Estonian smoke saunas, traditional Finnish saunas, Latvia pyrts, mud and hay baths, and Russian banyas. The Medical Director of the world-famous VivaMayr clinic, Dr. Harald Stossier, explained the history of the F.X. Mayr cure and the concept of intestinal health.

Neuroscientist Dr. Claudia Aguirre discussed her research on beauty and its effect on the brain, saying that beauty is connection, it's community, and it can definitely change self-esteem. The topic of beauty is a popular one, and for good reason. The Beauty & Anti-aging sector of the wellness market is the largest one, valued at \$999 billion, and includes spa treatments, and all of the products that spas sell to consumers. The Global Wellness Institute has added a Beauty Initiative this year, and there is a lot of interest in connecting beauty and wellness. One of the breakouts was on this very topic, and the packed room broke into groups who worked on exploring the commonalities between the two. One of the key takeaways was that wellness & spa go easily together, while beauty can be considered too "superficial," and yet you can't have wellness without beauty.

Relevant to many attendees was a breakout session that debated the merits of Hotel Chains vs. Family-Owned Properties, and what each could learn from the other. Representatives of family-owned brands with 1-3 units operating are more nimble and flexible, and someone from the family might even be onsite, while the large brands have greater resources and marketing aptitude. Guests can have a great experience either way, but personally I think it can be hard to beat the level of care you receive in a family-owned property.

Regardless of the business you are in, you probably need a building, and that was the topic addressed by the Wellness Architecture & Design panel. Architects from Arup and GRAFT, along with the CEO of Six Senses, Neil Jacobs, discussed the present state of wellness design. Buildings are being designed and created with sustainability tools that enable them to actually be "safe," rather than less bad. Lars Kruckeberg of GRAFT discussed a clinic they designed in Berlin which uses lighting to create a healing environment that reacts to the patients. A company called Cradle to Cradle designs buildings that do not die; they are made entirely of components such as clay and wood which can go back into the earth at the end of their life-cycle. Jacobs shared that Six Senses has employed a Sacred Geometrist to analyze hotel sites and guides design based on the land and the energy field. Other design trends include biophilic design, walls with algae embedded in them which produces energy for the building, new drywall that absorbs VOC's, using virtual reality to test finishes before the building is constructed, and incorporating acoustic qualities into the design.

While you might not expect an Oxford Professor of Economics to be amusing, that was indeed the case with another presenter, Dr. Jan-Emmanuel De Neve, who shared his extensive research data on the connections between wellness and happiness, and their relationship with economics. His research shows that, when it comes to the employees, the benefits of having a wellness-oriented environment and business practices are numerous, and include better recruitment, retention, and staff motivation. He noted that employees don't just care how much they are paid, but how they are paid.

New this year at the Summit was the Shark Tank of Wellness; a contest for students to design an idea for a wellness innovation. 60 students submitted ideas, and the top 3 finalists were chosen to appear at the Summit and present their ideas to the delegation and a panel of industry judges. This year's winner was Bangladeshi student Shahrin Ali Raivi, who designed an affordable sanitary napkin made from recycled cotton textile waste, easily accessible given the size of the Bangladeshi textile industry.

The final night's Gala Dinner was held in the Swarovski Crystal Worlds Museum, where the glittering dress of the delegation matched the sparkling Swarovski designs on display. At the conclusion of the Summit, many of the delegates went on to organized post-Summit activities, such as visits to thermal spas or wellness hotels in Tyrol, or elected to explore the Alps on their own. I chose to spend a few days at the amazing Bio-Hotel Stanglwirt; this family-owned and operated property is like a fairy-tale wellness experience, with extensive pools and saunas, numerous restaurants, outdoor activities, tennis academy, and even a stable of native Lipizzaner horses with a riding rink adjacent to the lobby lounge! The hotel is especially oriented to families and couples, and just won the 2016 Wellness Travel Award as the best hotel in Austria.

Next year, the Global Wellness Summit will be held at The Breakers in Palm Beach, Florida, from October 9-11, and promises to continue the world-class education and networking opportunities that provide stimulation for the spa and wellness leaders of tomorrow.

*W*ellness *Sense of*

The 360° Spa & Wellness Innovation Magazine

SKIN CARE COACH
Victoria Wieczorek
TECHNIC CABINE
Lift Absolu



P.20
Payot,
nouveau partenaire
pour Thalazur

Payot, Thalazur's
new partner

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PARIS



thalazur
Thalassothérapie & Spa



FORUM HOTEL SPA. UNE 10TH ÉDITION QUI SE VEUT INOUBLIABLE

Pour la 10TH édition de son événement, devenu un rendez-vous incontournable pour les professionnels européens du secteur Wellness, Vladi Kovacic met en avant le bien-être à la française, en valorisant les 5 axes qui sont les nôtres dans l'hexagone : le Thermalisme, la Thalasso et le Spa. Un trait d'union révélé dans le thème de cette année : « Des passerelles pour le bien-être », qui se traduira également par une Table Ronde, animée par Isabelle Charrier, avec les grands noms de la Thalasso française et bien sûr pour la seconde année, le Red Diamond récompensera le meilleur manager de Thalasso. Rendez-vous le 1^{er} juin 2017 au Four Seasons George V Paris, LC.

FORUM HOTEL SPA. AN UNFORGETTABLE 10TH EDITION

For the 10TH edition of this event, which has become the Go-To meeting for European Wellness professionals, Vladi Kovacic will be highlighting A La Française wellness by showcasing the three different water therapies that France can call its very own: Thermal hydrotherapy, Thalassotherapy and Spa. The link revealed for this year's theme is "Gateways To Wellness", which will also be explored in a roundtable discussion, moderated by Isabelle Charrier, with big names from the French Thalassotherapy sector and, for the second year, there will of course be the Red Diamond award for the best Thalasso manager. Save the date: 1st June 2017 at the Four Seasons George V Paris!

GLOBAL WELLNESS SUMMIT 2017 DIRECTION USA

Après l'Europe qui a accueilli la 10TH édition du GWS, l'événement mondial de la planète Wellness revient dans son pays d'origine. En effet, l'édition 2017 se déroulera, du 9 au 11 octobre aux USA, à The Breakers à Palm Beach. Après un thème ambitieux en 2016 : « Back to the Future », la thématique 2017 n'a pas encore été dévoilée à l'heure où nous écrivons. Seule certitude, cette 11TH édition sera, comme les précédentes, un vrai succès LLC.

GLOBAL WELLNESS SUMMIT 2017 DIRECTION USA

After Europe hosting the 10TH edition of GWS, the world event that rocks the Wellness planet will be heading back to its land of origin. Indeed, the 2017 edition will take place from 9th to 11th October in America at The Breakers in Palm Beach. What will follow 2016's ambitious theme of "Back to the Future"? We'll just have to be patient as at the time of writing nothing has yet been revealed with regard to the 2017 agenda. One thing of which you can be sure is that the 11TH edition is bound to be yet another resounding success!



↑ Susie Ellis,
CEO Global Wellness Summit

SPOT ON LAB NEWS

THERMALIES PARIS 2017 ESPACE BEAUTE & BIEN-ÊTRE BtoB & BtoC



En 35 ans, les Thermalies sont devenues le salon leader dans le domaine de l'eau et du bien-être. C'est en effet le seul salon qui, avec plus de 500 exposants, regroupe l'ensemble des intervenants dans les secteurs du thermalisme, de la

thalassothérapie et de la balnéothérapie. C'est aux Thermalies, que les professionnels du bien-être déchiffrent les futures tendances. Pour l'édition 2017, les Thermalies ont développé avec Isabelle Charrier, un espace réservé aux professionnels, sous forme de rendez-vous d'une vingtaine de minutes avec des directeurs d'établissements, de thalassos et thermes : « L'Espace Beauté et Bien-être BtoB - BtoC » qui regroupera marques de cosmétiques, équipementiers, fitness, institutionnel et... Sense of WELLNESS Magazine. En parallèle, Karoline Geyer a également développé le nouveau parcours « Thermalies Pro » destiné aux directeurs d'hôtels, Spa managers, kinés..., qui complète l'offre grand public du salon, LC.

THERMALIES PARIS 2017 BEAUTY & WELLNESS FOR BtoB & BtoC

In 35 years, the Thermalies has become the leading trade fair in the field of water and wellness. Indeed, it is the only trade fair with over 500 exhibitors bringing together all the players in the sectors of thermal hydrotherapy, thalassotherapy and balneotherapy. It is at the Thermalies trade fair that wellness professionals discover future trends. For the 2017 edition, Thermalies and Isabelle Charrier have developed a space reserved for professionals providing the opportunity of having 20-minute meetings with the directors of various establishments, thalassotherapy and thermal hydrotherapy centres. The Beauty & Wellness Space for BtoB - BtoC will bring together cosmetic brands, fitness equipment manufacturers, institutional stakeholders and... Sense of WELLNESS Magazine. In parallel, Karoline Geyer has also developed a new Thermalies Pro circuit for hotel directors, Spa managers, physiotherapists, etc., which complements the trade fair's offering for the general public.

Sense of WELLNESS Magazine #1 Hiver 2017

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2017 Global Spa & Wellness Trends

by Jeremy McCarthy on January 9, 2017 in Mind-Body, Psychology of Spas and Wellbeing



I recently attended the 10th Anniversary of the Global Wellness Summit in Kitzbuhel, Austria featuring wellness experts and leaders from across many industries. These were some of the top wellness trends being discussed by the field:

Mandatory Wellness: Economist Thierry Malleret, co-founder and author of the [Monthly Barometer](#), said the world has no choice but to focus on wellness. “Aging,” he said, “is the single greatest predictable global problem of the 21st century.” We can therefore predict that “unwellness” will continue to rise, even in the most affluent nations, costing the global economy billions of dollars. Economics professor Jan-Emmanuel de Neve agreed, showing that governments are moving away from Gross Domestic Product and towards wellbeing as a measure of societal progress. (See examples in [UAE](#), the [UK](#), and the [United Nations’](#) member states.)

Mental Wellbeing: A lot of the unwellness that the world will need to address in the years to come is psychological in nature. Many countries are reporting epidemics of loneliness particularly in their older populations as the increasing pace of technology moves each generation on to new communication platforms. Those who do not quickly adapt to new technologies can be left out of communication and can find themselves cut off, even from their own family members. It turns out loneliness is just as bad (or worse) a risk factor for [early death](#) as obesity or heart disease. Malleret reported that mental illness in the UK costs about £90 billion per year. He cited a recent report by the National Health Services in the UK showing that mental illness has tripled in young women aged 16-25. The reasons for this rise in mental unwellness are unclear, but the likely culprits are social media and the reduction in quality family time in the modern age.

Wellness on the Rise: According to the latest figures from the Global Wellness Institute, the Global Wellness Economy has grown by 10.6% since 2013 to \$3.7 trillion, far outpacing global GDP. Wellness tourism grew at 14%, more than twice as fast as overall tourism at 6.9%. The global spa market grew from \$94 billion in 2013 to \$99 billion in 2015 with 16,000 new spas and over 230,000 new employees. One of the fastest growing sectors right now is “wellness real estate,” which grew a whopping 19% from \$100 billion to \$119 billion.



Wellness Communities: New wellness-oriented lifestyle communities are popping up in cities around the world. Examples include Serenbe on the outskirts of Atlanta, a community built around health, wellbeing, arts, culture and immersion in nature. The development is designed to encourage people to walk along nature-lined paths rather than drive, and to socialize rather than isolate from their neighbors. The National Health Service in the UK has identified 10 “healthy new towns” designed to reimagine how communities can be built to foster positive health. Other examples include Delos’ Well-Certified District in Tampa, World Care Wellness Village in Dubai and Avira Living in Wellness Community in Malaysia. These real estate developments are able to charge a premium compared to other residential real estate projects, and why not? Who wouldn’t prefer to live in a community designed to foster health and wellbeing?

Wellness Design: The rise of wellness communities is driving another trend towards “wellness design.” New certifications such as the International WELL Building Institute’s “WELL Building Standard” look at how built environments influence air quality, water purity, nourishment, lighting, fitness, comfort and mental aspects of wellness. These new standards for wellness design are being applied to both residential and workplace developments. Air quality is one facet of wellness design that is becoming more important as the World Health Organization reports that 90% of the world’s population is breathing polluted air and that 14 times more people die from indoor pollution than outdoor pollution. One of the design factors being used to combat pollution is “biophilic design,” literally bringing nature into our indoor spaces. Some experts are predicting that in the future our buildings will be living, breathing organisms that produce oxygen. Mandarin Oriental London will be incorporating biophilic design elements into their new renovation and Six Senses has recently announced their first urban hotel coming to New York City will have a rooftop organic garden and will be following the same “sacred geometry” design principles that are used in their destination spas.

Silent Spa: Last month, Mandarin Oriental Hotel Group offered our second annual “Silent Night” event, a special night in our spas where we celebrate the spa as a sanctuary for silent reflection. And we aren’t the only ones acknowledging the need for more silence in the modern world. At the summit, thermal spa retreat operator, Vamed, announced their new Therme Laa retreat in Northern Austria, which will feature a 3,600 square meter “Silent Spa.” The spa (also designed with sacred geometry) opened last week, giving guests access to some of the scarcest luxuries of the modern age: space, silence, and time for contemplation.



Audiovisual Wellness: While some spas are turning to silence, others are using sound waves to induce wellness states with a rising popularity of “sound baths” and other vibrational treatments using gongs and singing bowls. Certain patterns of music are found to induce more relaxing or mindful brainwave patterns (such as “binaural beats.”) Visual patterns can also help transport us to new states by using natural imagery, sacred geometry (golden ratio, etc.), and fractal patterns. Louie Schwartzberg’s [amazing videos](#) are a great example of bringing visual moving art intended to have a wellness impact. Some destination retreats, such as [Schloss Elmau](#), a “Luxury Spa Retreat and Cultural Hideaway” in the Bavarian Alps, are using art and music to help their guests have transcendent experiences.

High Tech Wellness: With our “[Digital Wellness](#)” initiatives, Mandarin Oriental Hotel Group has been focused on helping people to take a break from technology and to bring some balance to the hyper-productivity that technology can bring. But I was surprised to see that most of the attendees at the Global Wellness Summit seemed to be quite optimistic about the impact of technology on wellness. Advancements such as artificial intelligence, virtual reality, nanotechnology, stem cell research, big data, and apps that help drive behavior change are all areas that may have a positive change on health and wellbeing into the future. This is the yin and yang of technology. The rise of technology is the biggest risk to human wellbeing in the foreseeable future. But technology is also our greatest hope for solving these problems.

The Millennial Workforce: The changing expectations of the next generation of workers is a hot topic in all industries, and wellness is no exception. Will the tech-enamored worker of the future want to work in an industry that is built around non-digital human interaction? Will large organizations be able to engage workers with an increasingly entrepreneurial mindset? Irene Forte, Brand Manager of Rocco Forte Hotels, and a self-described Millennial, has developed a “[Map my Future](#)” app to help their young workforce navigate their career path. The app is being made available to businesses outside of Rocco Forte as well.

New Business Models, New Staffing Models: The latest entrepreneurial upstarts to start nipping at the heels of the spa industry are “massage-on-demand” services such as [Urban Massage](#) in Europe and [Zeel](#) in the U.S., often referred to as the “Uber of massage.” Zeel shared at the summit that most of their bookings happen last-minute, within 4 hours of the desired time. This is an area where traditional spa businesses, having to manage their high labor costs, struggle to meet the demand. Now spas are reaching out to services like Zeel to provide on-call staffing to meet the fluctuating demands of their businesses. Most luxury spas would probably shy away from these kinds of partnerships citing concerns about training and liability. But I expect as these services evolve, they will dramatically change the way spas (and all businesses, really) think about staffing.

The [Global Wellness Summit](#) has also just released their wellness trends report for 2017, which (not surprisingly) overlaps with mine. What trends are you seeing?

by [Jeremy McCarthy](#)

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NEWS REPORT

Global spa market worth US\$98.6bn

The world's spa economy grew by 5 per cent between 2013 and 2015 to reach US\$98.6bn (€90.1bn, £80.6bn), according to preliminary findings from the 2016 Global Wellness Economy Monitor

Turn to p80 for other highlights from this year's Global Wellness Summit

The top-line figure includes spa facility revenues of US\$77.6bn (€71.3bn, £63.4bn) as well as the associations and education, consulting, media and event sectors that support spas, which are valued at US\$21bn (€19.2bn, £17.2bn).

And while worldwide spa revenues increased by a modest 2.3 per cent from 2013 to 2015, researchers at the Global Wellness Institute (GWI) – the organisation behind the report – says this is largely due to the US dollar currency conversion from large spa markets across Europe and Asia. If global spa facility revenues are converted to the euro instead, the market actually grew at a robust 25 per cent.

Spa locations worldwide jumped from 105,591 in 2013 to 121,595 in 2015 – meaning the industry has added just over 16,000 spas, more than 230,000 workers (to reach 2.1m) and US\$3.5bn (€3.2bn, £2.9bn) in revenue.

These figures from the spa sector feed into the wider international wellness market which the GWI estimates is now a US\$3.72 trillion (€3.4tn, £3tn) industry, a number which has increased by 10.6 per cent since 2013.

"Recent years have been marked by global economic contraction and disruptive geopolitical events, but a 'wellness economy' just keeps rising, with an upward trajectory that seems untoppable," says GWI senior research fellow Ophelia Yeung.

Yeung pointed to 'megatrends' of an

Young said more than 16,000 spas opened between 2013 and 2015

48 spabusiness.com



Presenting the data: different size balls represent the 10 sectors in the US\$3.72tn wellness industry

“A ‘wellness economy’ just keeps rising, with an upward trajectory that seems untoppable”
Ophelia Yeung

emerging global middle class, a rapidly ageing population, increase in chronic disease and stress, the failure of the 'sick-care' medical model, and a growing subset of more affluent, educated consumers "seeking experiences rooted in meaning, purpose, authenticity and nature", as fuelling the growth in the market.

Revenue-earning thermal and mineral springs added 660 facilities across 109 countries between 2013 and 2015, worth US\$5bn (€4.6bn, £4.2bn) in 2015, up 2 per cent from 2013. The GWI said that while these gains look modest, its research finds rapidly rising consumer interest in springs-based

activities – and similarly, 2015 revenues are also heavily impacted by the depreciation of European currencies against the dollar.

Wellness tourism grew 14 per cent in the same two-year period – more than twice as fast as overall tourism expenditures. World travellers made 696 million wellness trips in 2015.

Wellness real estate – which includes residential, hospitality and mixed-use developments incorporating wellness – was one of the fastest-growing sectors, up 19 per cent to US\$78.6bn (€108.6bn, £97bn) in 2015.

Other subsets measured in the report include beauty and anti-ageing; workplace wellness; fitness and mind-body; healthy eating, nutrition and weight loss; preventive and personalised medicine and public health; and complementary and alternative medicine. ●

■ The preliminary figures were unveiled at the Global Wellness Summit in late October, ahead of the full research which will be released in January. Turn to p80 to read about the summit in more depth.



POSTED ON JANUARY 19, 2017 BY TALKABOUTHOSPITALITY.COM

FROM SILENT SPAS TO SOCIAL SAUNAS: 8 GLOBAL WELLNESS TRENDS FOR 2017

Beth McGroarty, Research Director at the Global Wellness Institute, summarises for us the top eight trends in wellness, spas and travel for 2017 identified by 100s of experts at the 2016 Global Wellness Summit:

1) Sauna Reinvented

Something both hot and very cool: the reinvention of sauna that's underway. From "Sauna Aufguss" events where "sauna-meisters" conduct theatrical performances of infusions, song and dance. To hip, social "amphitheater" or "hangout" saunas (whether Helsinki's new high-design Löyly sauna complex or Scotland's new loch-side "Hot Box" with DJ and bar). To quirky pop-up saunas floating on lakes or hanging from bridges. To trendy urban "sweat lodges" serving up infrared sauna treatments, like NYC's Higher Dose. No longer a solitary, "meh" experience, the new, spectacular, social saunas are some "outside of the box" thinking...literally.



PICTURED: Helsinki's hip, high-design new public sauna complex, Löyly, shows the new social directions. Image Source: Avanto Architects by kuvio.com

2) Wellness Architecture

Architecture has long been preoccupied with surface aesthetics: “starchitects” designing to wow or shock, but with little attention paid to creating buildings that improve the health of the humans living within. Change is finally here: “living buildings” that grow their own energy; responsive architecture that tailors indoor health experiences for every inhabitant; phone apps alerting you when you’re entering a “sick” building; dawn-simulating lighting easing you into your day. Everything “built” is getting reengineered: from indoor air quality (a killer) to sleep and acoustics.



PICTURED: New living buildings that grow their own energy. Image Source: Victoria Lockhart, Global Wellness Summit 2016

3) Silence

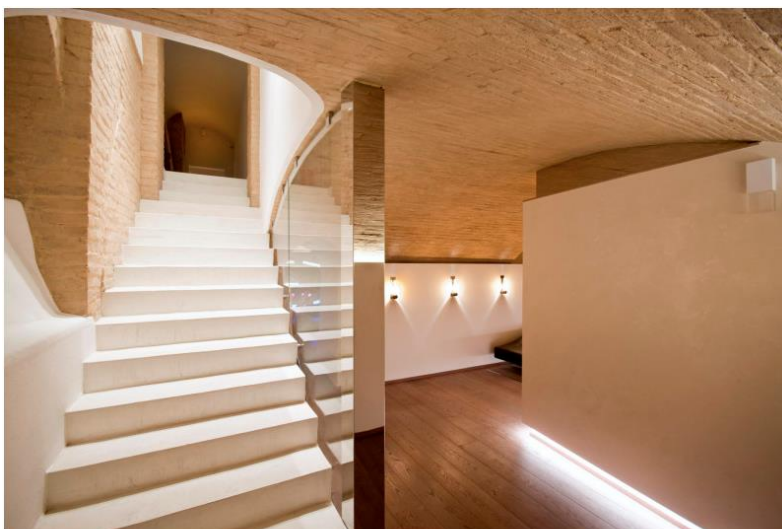
In a world of 24/7 connectedness, wellness destinations are embracing a dramatic approach to “turning off” the noise: true silence. For example, the first completely “Silent Spa” (with stunning church-inspired architecture) just opened at Austria’s Therme Laa Hotel. And new “wellness monasteries” are on the rise: retreats opening in, and infused with the silent, contemplative values of, ancient sacred spaces – like Italy’s soulful Eremito, with no WiFi/phone signal and silent, candlelit dinners. Properties like Germany’s Brenner’s Park have even installed “digital kill switches” for totally silent rooms. And “silent” restaurants, salons, gyms, stores and airports are all being unveiled...



PICTURED: The brand-new, completely Silent Spa at Therme Laa Hotel, Austria – a modern interpretation of sacred architecture. Image Source: Vamed Vitality Resorts

4) Art & Creativity Take Center Stage

Born of a storied history, but forgotten of late, the creativity-wellness-spa connection is making a comeback: with more art, music, literature and dance (both as experienced and “to do”) at the center of more wellness experiences. Look for more performance, like at Germany’s famed spa resort, Schloss Elmau, where musicians and writers “play-to-stay” (making possible 200+ concerts a year) – or live classical violin while taking the waters at the UK’s new Gainsborough Bath Spa Hotel. We’ll see more sophisticated, “beyond the adult coloring book” programming launch, like painting classes under the stars – as well as a profusion of multi-sensory experiences, from sound baths to “yoga concerts.” The creative arts have a future starring role in wellness.



PICTURED: Augeo Art Gallery & Spa (Rimini, Italy) is a high-design wonder that combines an art gallery and spa. Image Source: Augeo Art Gallery & Spa

5) Wellness Remakes Beauty

Beauty, the goliath industry (\$1 trillion) of the \$3.7 trillion wellness economy, is remaking itself to meet the needs of a wellness-oriented population obsessed with authenticity and “inner beauty.” From an avalanche of eatable/drinkable beauty-boosters and clean, organic cosmetics – to medical evidence for a new “neuroaesthetics” (the brain is wired to respond to beauty) – the “beauty comes from within” concept will keep gaining on superficial (topical) models. And preventative approaches will keep gaining on the old “cosmetic repair.” We will continue to learn (and snap up solutions that tackle) how beauty is far more than skin deep.



PICTURED: Nutricosmetics, like Bottled Science's Skinade, a drinkable collagen, are part of the inside-out beauty trend. Image Source: Skinaid

6) The Future Is Mental Wellness

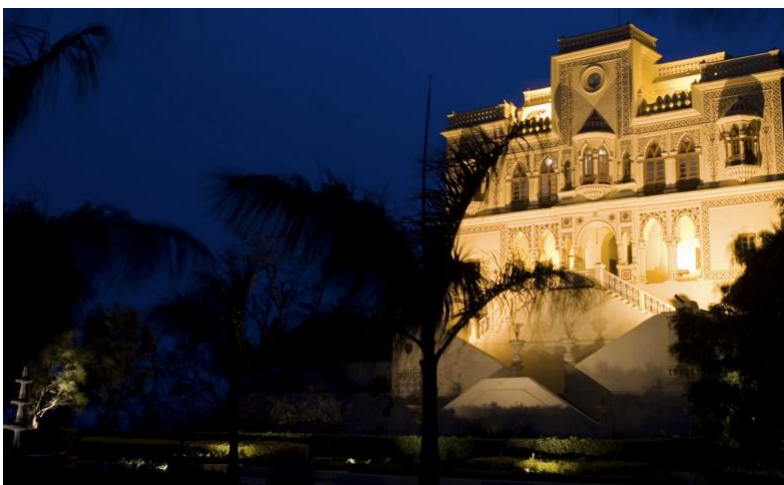
When it comes to mental wellness, our world has a problem: depression and anxiety is skyrocketing, and by 2030, the former will be the #1 health issue, outranking obesity (WHO). So look for dramatically more “healthy mind” approaches in coming years. Wellness retreats and spas are adding neuroscientists and psychotherapists (like London's ESPA Life at Corinthia Hotel). Meditation is not only radically mainstreaming (even on-demand in hotel rooms), but spawning creative new breeds (from “dream” to “floating” meditation). We'll see everything from new part-mind/part-body workout brands to apps that track your mental state (think MindBit, not FitBit). Because “mind” will finally get equal billing with “body.”



PICTURED: Dream meditation is rising, tackling everything from traumatic stress to sleep disorders like at the Dream Reality Cinema in Beverly Hills. Image Source: Dream Reality Cinema

7) Embracing the C-Word

The wellness world is waking up to the needs of a surprisingly underserved population: cancer patients. For instance, Julie Bach’s pioneering “Wellness for Cancer” program means wellness companies/spas are finally trained to deliver comfort (and dignity) to cancer sufferers. From ESPA’s “Nurture and Support” program to Natura Bissé’s “oncological aesthetics” to Two Bunch Palms’ “Mindful Touch Massage”, wellness practitioners are finally opening their hearts and healing practices to cancer patients.



PICTURED: Ananda in the Himalayas is a destination spa that is leading by example, creating a specially trained hospice team to take “wellness for cancer” to the local community. Image Source Ananda in the Himalayas

8) Beyond the Elite Ghettos of Wellness

In a world where rising income and “wellbeing” inequalities are fueling a populist backlash, a wellness industry that’s become narrowly associated with rich elites (those \$300 yoga pants and Reiki sessions) will change. More wellness businesses will give back to the “other 99%”, like “Yoga Gives Back” helping poor women in India – or Newfoundland’s Fogo Island Inn, where every dollar of profit goes back to its economically-challenged island community. A “Wellness Tourism 2.0” will rise: a development model thinking beyond the (often elite, “gated”) property to creating whole towns, regions and even nations, where a comprehensive wellness vision (from protected nature to a sustainable, healthy food supply) benefits BOTH locals and tourists. The new wave of low-cost “wellness” is part of this democratization: like more affordable healthy supermarkets and spa chains. But with some future mindfulness about “rock-bottom” vs. “fair” pricing, given the human labor that delivers so many of these healthy experiences.



PICTURED: Fogo Island (Canada) was designed from the ground up to restore the economic fortunes of the local people there. Image Source: Fogo Island

Find out more: <http://www.globalwellnesssummit.com/>

WELTODDO

GLOBAL WELLNESS NEWS



| 8 Future Wellness Trends According To The Global Wellness Institute



BY LAURA HILL ON JANUARY 20, 2017

INSIGHTS, POPULAR

The [Global Wellness Institute](#) has announced the eight key trends it says will shape the wellness industry in 2017 and beyond.

The trends, identified at last year's annual Global Wellness Summit, examine future shifts across categories including travel, spa, beauty, fitness, nutrition, technology, medicine, and architecture.

Providing a unique, authoritative and global view of the trends set to unfold, Susie Ellis, GWS Chairman & CEO said of the report:

"No other forecast is based on the perspectives of so many wellness experts, from renowned economists, academics or futurists, to the heads of global hospitality, spa and beauty brands. And it makes for a powerfully collective, global and informed set of predictions."

With a focus on the future of the wellness industry, according to the Global Wellness Institute, each of the eight trends identified have a "get real" quality, with the potential to change the way we live our everyday lives.

From the democratization of wellness, to the health implications of the indoor environment, for an overview of the trends set to transform the wellness industry, carry on reading.

Sauna Reinvented

According to the Global Wellness Institute, the disconnect between Northern, Central and Eastern Europe, where sauna-going is a way of life, and the rest of the world, is beginning to disappear.

Set for a dramatic transformation, the rituals and facilities associated with sauna culture will become far more creative and social, as the rest of the world catches up with the benefits of the age-old practice.

Paving the way, [Hot Box Sauna](#), located in Scotland, boasts panoramic views as well as a bar and live music, while over in America, a number of trendy urban 'sweat lodges' such as [Shape House](#) are making headlines.

Claiming to burn calories, deepen sleep and improve skin, Shape House uses infrared sauna technology to get the body to sweat at a lower temperature in order to boost the treatment, a practice that has already achieved a cult status.

The Global Wellness Institute argues that as the need for social and fun experiences intensifies in our 'Age of Loneliness', wellness experiences connected to sauna culture will increase, as businesses look for new and innovative ways to meet consumer demands.

Wellness Architecture

As architecture begins to move away from its preoccupation with surface aesthetics, thanks to new standards and technologies, architects are beginning to design buildings based on their possible effects on human health.

According to the Global Wellness Institute, this new 'wellness architecture' will be one of the biggest (and most impactful) future wellness trends, with strategies ranging from the inclusion of more plant life in offices to the creation of entire homes built around the inhabitant's personal wellbeing.

[Read More: Delos Highlights The Business Benefits Of Healthier Buildings](#)

With innovation set to head in all directions, the report highlights 'living' buildings, with algae embedded in their walls that grow all their own energy, as well as [Cradle to Cradle's](#) buildings, which are made of clay and wood, so they can return to the earth when their life is over.

Arguing that hotels and wellness retreats need to be leaders in the wellness architecture revolution, the Global Wellness Institute predicts that in the future our buildings will be designed from their blueprints up, in order to make us healthier, happier and more alive.



Image: Sweat Lodge

Silence

As digital noise and connectivity reaches an all-time high, the Global Wellness Institute predicts that we will see a sharper focus on silence, mindfulness and nature.

From new 'silent spa' models to silent zones at restaurants, gyms and even airports, Tom Bauer, COO at [Vamed Vitality Resorts](#) argues that time, space and silence will be the most precious future luxuries, and that retreats like theirs will need to offer services that help people restore inner silence.

Answering the desire for silence, the Mandarin Oriental has already launched a brand-wide "digital wellness" initiative, in which guests are encouraged to forgo their phones and follow a wellness regime developed by the Mayo Clinic.

While future wellness-focused businesses will need to embrace technology, the report highlights the opportunities present for brands to become "one of the lone cultural (and therefore sacred) spaces of silence, digital silence, unplugged human thought and nature."

As technology escalates, this type of brand proposition will become even more powerful.

Art & Creativity Take Center Stage

Taking inspiration from the phenomenon that is adult-colouring, the Global Wellness Institute predicts that the practice of art and creativity will become even more central to the future of wellness.

[Read More: Mindful Colouring: The Craze That Rocked The Publishing Industry](#)

Citing creative pursuits as key to mental wellness, the report suggests that we'll start to see more classes and programming that encourages people to embrace their creative side, whether that be dancing, drawing, writing or learning.

According to the Global Wellness Institute, destination spas like Canyon Ranch have long offered classes in creative arts, however as the trend toward more performance-based activities at wellness destinations increases, more mainstream brands are taking steps to incorporate creativity into their offerings too.

Driven by consumers having a better understanding of the relationship between creativity and mental wellbeing, initiatives such as complimentary in-room colouring books found at hotels, or nights of painting under the stars offered at retreats, will be given greater prominence by brands when marketing their wellness offerings.



Images: Adult colouring

Wellness Remakes Beauty

As the notion of beauty from the inside out continues to shake up the beauty industry, the report argues that the convergence of beauty and wellness has created a new aesthetic of beauty that has nothing to do with shape or size.

Sparking a consumer revolution, looking good, feeling good and even doing good is all part of today's beauty aesthetic, according to the Global Wellness Institute. And, as such, demand for ethically sourced and natural products with a personal story, is rising.

The report predicts that "big beauty brands will continue to acquire niche brands – like L'Oréal's \$1.2 billion acquisition of IT cosmetics, and Unilever's purchase of premium, clinical brand Murad," in a bid to connect to today's consumers and help boost revenues. The ingestible beauty market will also advance, as consumers turn to prevention rather than repair.

The Future is Mental Wellness

Predicted to be the biggest future trend of all, thanks to an “alarming mental wellness crisis”, the Global Wellness Institute argues that spas, fitness studios, workplaces and governments will start putting more emphasis on helping consumers to tackle stress, depression and anxiety.

Suggesting that, “as wellness tourism developed alongside of, yet distinct from, medical tourism, mental wellness will develop alongside, and distinct from, mental health,” the report argues that mental wellness will form a new wellness category, with businesses creating innovative paths to emotional wellbeing and happiness.

From sleep pods and drop-in meditation classes at MINDEL in LA, to mystical concepts such as Shaman Purification Rituals at Tierra Santa Healing House in Miami, wellness for the mind is on the cusp of a meteoric transformation, and these innovative concepts are already riding the wave.

Embracing the C-Word

According to Julie Bach, who heads Wellness for Cancer, an educational platform that trains wellness companies on how to work with cancer patients: “The industry’s mantra in the past was ‘we serve well people’ – a non-inclusive policy that is changing”

Although wellness still has a long way to go in the inclusion of cancer care, initiatives such as ESPA’s Nurture & Support programme, which has been designed to help relax, nurture and support guests who are dealing with cancer, are becoming more commonplace.

And, in the future, the Global Wellness Institute predicts even more wellness businesses will pursue cancer-focused education to train staff, enabling them to offer models of wellness that cater to those with the disease.

Beyond the Elite “Ghettos” of Wellness

As the need for wellness to reach beyond the rich elite intensifies, the Global Wellness Institute argues that: “Governments and wellness businesses need to bring more healthy services to more people. Because wellness businesses that only deliver \$300 athleisure leggings or massages will start to seem increasingly inauthentic.”

In doing so, the report suggests that more businesses will start to launch charitable initiatives, more affordable products and services will emerge, and wellness tourism will shift from high-end resorts within walls to destinations where more authentic experiences can be found.

Getting real about what true wellness is and should be, the wellness businesses of the future will be more sustainable, with consumers driving the transformation.

Women Online

Online magazine voor vrouwen!



Beauty

Relaxen

Tips

Acht Wellness Trends voor 2017

📅 Januari 3, 2017 👤 Redactie 💬 0 reacties

Ook op het gebied van wellness zijn er steeds weer nieuwe trends te spotten. Dat blijkt uit de recente Global Wellness Summit waar 500+ wellness deskundigen uit 46 landen op het gebied van reizen, spa, beauty, fitness, voeding, technologie, medische en architectuur werelden, bijeen kwamen om te bepalen wat de top wellness trends in 2017 (en verder) zullen zijn. We zetten hier 8 op een rij.

Sauna heruitgevonden

Iets dat zowel warm en koud kan zijn: de heruitvinding van de sauna is aan de gang. Van "Sauna Aufguss" evenementen waar "Sauna-meisters" theatervoorstellingen met zang en dans geven. Tot hippe, sociale 'amfitheater' of 'hangout' sauna's met DJ en bar. Tot eigenzinnige pop-up sauna's drijvend op meren of hangend aan bruggen. Tot trendy urban "sweat lodges" met infrarood sauna behandelingen, zoals in New York. Niet langer een eenzame ervaring, de nieuwe, spectaculaire, sociale sauna's zijn een aantal die "buiten de box" denken ... letterlijk.



Wellness Architectuur

Architectuur is al lange tijd bezig met oppervlakkige esthetiek: "starchitects" ontworpen voor de wow of shock factor, maar met weinig aandacht besteed aan het creëren van gebouwen die de gezondheid van de mens in het leven verbeteren. Verandering is eindelijk hier: "levende gebouwen" die hun eigen energie laten groeien; architectuur met indoor gezondheid's ervaringen voor iedereen; telefoon apps die waarschuwen wanneer je een "ziek" gebouw binnenkomt; verlichting die de morgenrood simuleert om je dag te versoepelen. Alles wat gebouwd wordt steeds opnieuw ontworpen: van luchtkwaliteit (een moordenaar) tot slaap en akoestiek.



Stilte

In een wereld van 24/7 verbondenheid, zijn wellness bestemmingen een plek voor het "uitschakelen" van geluid: ware stilte. Bijvoorbeeld, de eerste volledig 'Stille Spa' (met een prachtige op kerk geïnspireerde architectuur) wat net geopend is in het Therme Laa Hotel in Oostenrijk. En nieuwe "wellness kloosters" zijn in opkomst: retraites doordrenkt met de stille, contemplatieve waarden, oude heilige plaatsen – zoals Eremito in Italië, zonder WiFi/telefoon signaal en stille, diners bij kaarslicht. Gebouwen zoals Brenner's Park in Duitsland hebben zelfs geïnstalleerde "digitale schakelaars" voor totaal stille kamers. En "stille" restaurants, salons, sportscholen, winkels en luchthavens worden allemaal onthuld ...



Kunst & Creativiteit op de voorgrond

Geboren uit een legendarische geschiedenis, maar nu vergeten, maakt de creativiteit-wellness-spa-verbinding een comeback: met meer kunst, muziek, literatuur en dans in het midden van meer wellness ervaringen. Kijk naar meer optredens, zoals in het beroemde kuuroord Schloss Elmau in Duitsland, waar muzikanten en schrijvers meer dan 200 concerten per jaar geven, of luister live naar de klassieke viool terwijl je in het water peddelt in het nieuwe Gainsborough Bath Spa Hotel in het Verenigd Koninkrijk. We zullen een meer geavanceerde, programmering zien zoals schilder klassen onder de sterren, evenals een overvloed van multi-zintuiglijke ervaringen, van geluid baden tot "yoga concerten." De creatieve kunsten hebben een hoofdrol in de toekomst van wellness.



Wellness is een nieuwe versie van schoonheid

Schoonheid herschept zich aan de behoeften van een wellness-georiënteerde bevolking geobsedeerd door authenticiteit en "innerlijke schoonheid". Van eetbare/drinkbare beauty-boosters en zuivere, biologische cosmetica, tot medisch bewijs voor nieuwe neuroaesthetics (de hersenen zijn bedraad om te reageren op schoonheid) – het "schoonheid komt van binnenuit" concept zal blijven winnen van het oppervlakkige. En preventieve aanpak zal blijven winnen van de oude cosmetische. We zullen doorgaan om te leren dat schoonheid veel meer is dan oppervlakkig.



De toekomst is Mental Wellness

Als het gaat om mentaal welzijn, heeft onze wereld een probleem: depressie en angst rijzen de pan uit, en in 2030, zal het het #1 gezondheidsprobleem zijn, dat obesitas overtreft. Dus kijk naar een aanzienlijk meer "gezonde geest" in de komende jaren. Wellness retraites en spa's voegen neurowetenschappers en psychotherapeuten toe (zoals het Londense ESPA Life at Corinthia Hotel). Meditatie is niet alleen een heersende stroming (ook on-demand in hotelkamers), maar er komen nieuwe creatieve vormen aan (van "droom" tot "zwevende" meditatie). We zullen van alles zien, van nieuwe part-mind/part-body workout merken tot apps die je mentale toestand volgen (denk MindBit, niet FitBit). Omdat "mind" eindelijk gelijk zal zijn aan "lichaam."



Het omarmen van de K-Word

De wellness-wereld wordt wakker met de behoeften van een verrassend achtergestelde groep: kankerpatiënten. Bijvoorbeeld, Julie Bach's baanbrekende "Wellness for Cancer" programma, wat betekent dat wellness bedrijven/spa's eindelijk zijn getraind om comfort (en waardigheid) te leveren aan kankerpatiënten. Van programma als ESPA's "Nurture and Support" tot Natura Bissé's "oncological aesthetics" tot Two Bunch Palms' "Mindful Touch Massage", openen wellness beoefenaars eindelijk hun hart en helende praktijken voor kankerpatiënten.



Voorbij de getto's van Wellness

In een wereld waar stijgend inkomen en ongelijkheden in "welzijn", is de wellness-industrie een geworden die nauw verbonden is met rijke elites. Dit zal veranderen. Meer wellness bedrijven zullen terug geven aan de andere 99%, zoals "Yoga Gives Back" wat arme vrouwen in India helpt, of Newfoundland Fogo Island Inn, waar elke dollar van de winst terug gaat naar zijn economisch uitgedaagde gemeenschap op het eiland. Een "Wellness Tourism 2.0" zal de nieuwe trend zijn: een ontwikkelingsmodel die verder denkt door het creëren van hele steden, regio's en zelfs landen waar een uitgebreide wellness-visie (van beschermd natuurgebied naar een duurzame, gezonde voedselvoorziening) met voordelen voor zowel de lokale bevolking en toeristen. De nieuwe golf van low-cost "wellness" is onderdeel van deze democratisering: net als meer betaalbare gezonde supermarkten en spa ketens. Maar met een aantal toekomstige mindfulness met "rock-bottom" versus "eerlijke" prijzen, gezien de menselijke arbeid die zo veel van deze gezonde ervaringen levert.

