



EUROPE

UNITED KINGDOM

1. What has been making news in this country in terms of the business of wellness?

We launched the website clinicalfloatation.com with most of the peer-reviewed publications on the clinical use of floating. This will be big in coming years when you learn that floating can treat chronic pain, PTSD and anxiety.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Floating will become mainstream.

SPA INDUSTRY

Floating is making an entrance.

WELLNESS LIFESTYLE REAL ESTATE

New build is looking at a central floating facility.

WORKPLACE WELLNESS

There are only hints so far that floating will become news.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

Evidence-based treatments

4. What do you see as the greatest strength of the wellness market in this country?

Technical support for wellness

5. What do you see as the greatest weakness of the wellness market in this country?

Slow growth

6. What do you see as the biggest opportunity in the wellness market in this country?

Evidence-based wellness

7. What do you see as the biggest threat to the wellness market in this country?

Not necessarily Brexit! But it's a big distraction.

8. Which sector of the wellness economy are you most involved with?

Clinical and wellness floatation

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