



## NORTH AMERICA

# UNITED STATES

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

Mental wellness has been the top news on the island after the passing of Hurricane Maria in September 2017.

### **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.**

#### **BEAUTY & ANTI-AGING**

Puerto Ricans are always looking for the latest advancements in the beauty and anti-aging sectors. The industry is keeping up with all the worldly trends.

#### **COMPLEMENTARY & ALTERNATIVE MEDICINE**

Multiple clinics are being developed to fulfill this need locally.

#### **FITNESS & MIND-BODY**

There are all kinds of gym structures and businesses to fit all needs, from the trendy bootcamps to the sophisticated gym memberships. However, the mass is being well catered to by gym memberships offered by companies such as Planet Fitness that, with a low monthly investment, still provide amazing fitness equipment.

#### **HEALTHY EATING, NUTRITION & WEIGHT LOSS**

There has been a shift into a more conscious dietary trend. Puerto Rico is an island that promotes a rice and beans culture, so we don't have as many vegan options. However, there is a new mind-set and a couple of options arising.

#### **PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH**

Public health is far from acceptable. It is up to each other and your medical insurance to provide for yourself and your family.

#### **SPA INDUSTRY**

The spa industry in Puerto Rico has in the past been segregated to mostly hotel spas and local boutique spas. We play a big role with Cloud Spa as a local urban spa that caters to both the local and tourism sectors.

## **WELLNESS TOURISM**

We need to promote wellness tourism more, as Puerto Rico has enchanted beauty and amazing resources.

## **WORKPLACE WELLNESS**

Many big companies on the island, mostly in the pharmaceutical industry, have amazing programs. But there is not anything for the common workforce or the majority of the island.

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

Body craze is now in effect in Puerto Rico. Both the female and male demographic is constantly looking to have better bodies—looking for natural alternatives and also considering plastic surgery.

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

Our fitness professionals and the medical experts are very well educated and knowledgeable in their fields. They mostly educate abroad and come back with the goal of servicing their island.

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

Other countries show more advanced technology and social media skills.

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

More collaborations with the medical field (plastic surgeon) of other countries in order to improve the results and the patients' wellbeing.

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

Other countries have cheaper labor laws that allow for better pricing.

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

Spa Industry

#### **SUBMITTED BY:**

**Name:** Mitchel Rivera

**Company:** Cloud Spa

**Job Title:** CEO

**Country (Where You Reside):** Puerto Rico

**Email Address:** mitchel@cloudspa.cloud

**Phone Number:** 7876479111

