



**GLOBAL WELLNESS  
SUMMIT 2018**

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

# Wellness X Retail:

## So Many Things to Think About!

**Dave McCaughan**, chief strategy officer, Ai.Agency, Thailand

**Participants from the Audience:**

**Charles-Edouard Barthes**, founder & CEO, EviDenS de Beauté, France;

**Whitney Gray, PhD**, VP, Delos Living, LLC, US

**Joe Magnacca**, president & CEO, Massage Envy Franchising, LLC, US;

**Kellen Brink Maloney**, co-founder, La Forma, US;

**Michael Soule**, global head of wellness, Bose Wellness, US

A stylized tree with a black and white checkered pattern, red spiral accents, and a thick brown circular border. The tree's branches are filled with a dense, repeating geometric pattern of small triangles and diamonds. The trunk and some of the branches are accented with red spiral motifs. The entire design is enclosed within a thick, hand-painted brown circular border. The background is a light, textured surface, possibly paper or fabric, with some small brown spots.

**So what did we learn ?**

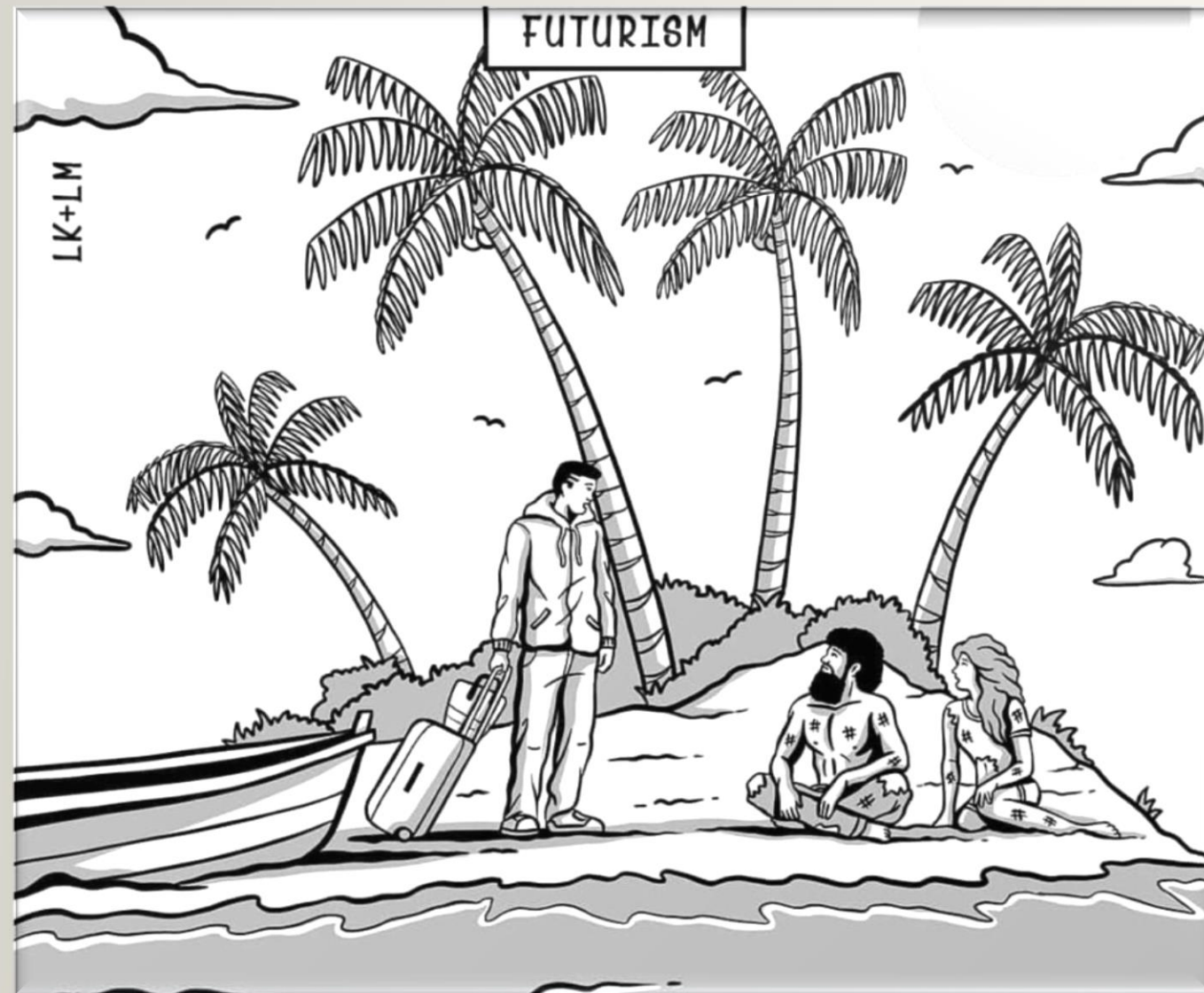


SHOWN ON  
**M90**  
.ORG

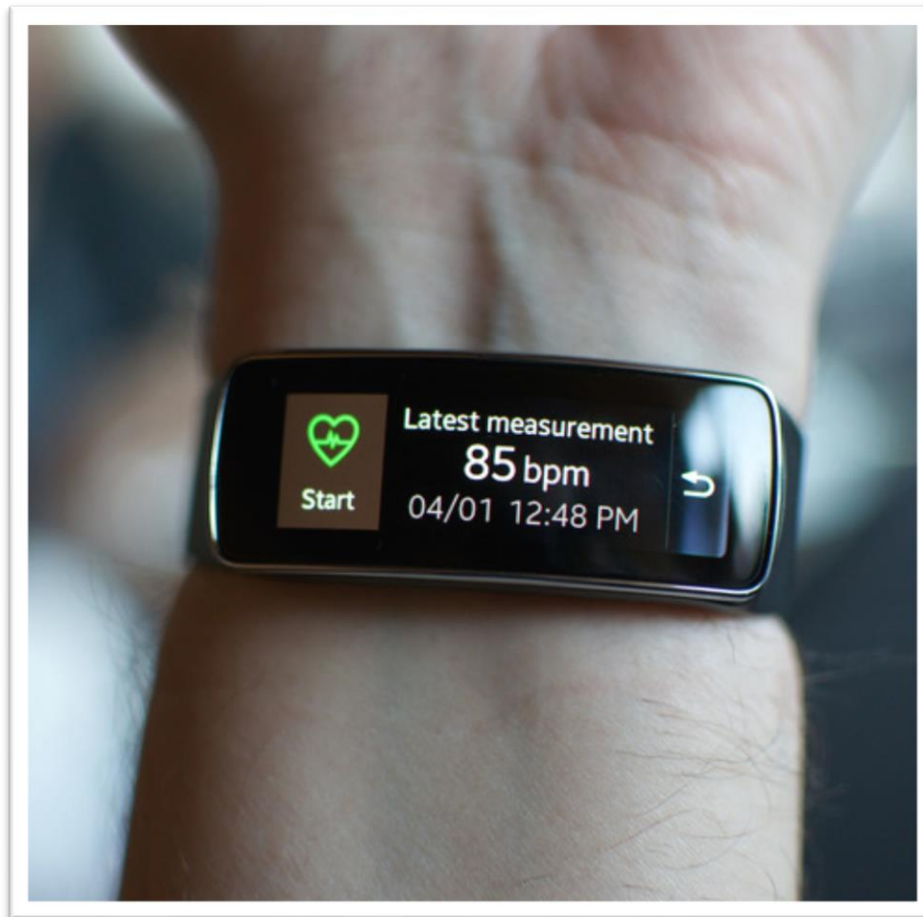


S&F

*“You guys here for the digital detox?”*







**The 10,000 step  
myth?**





Other

8:59

00:06<sup>.25</sup>

Measuring...

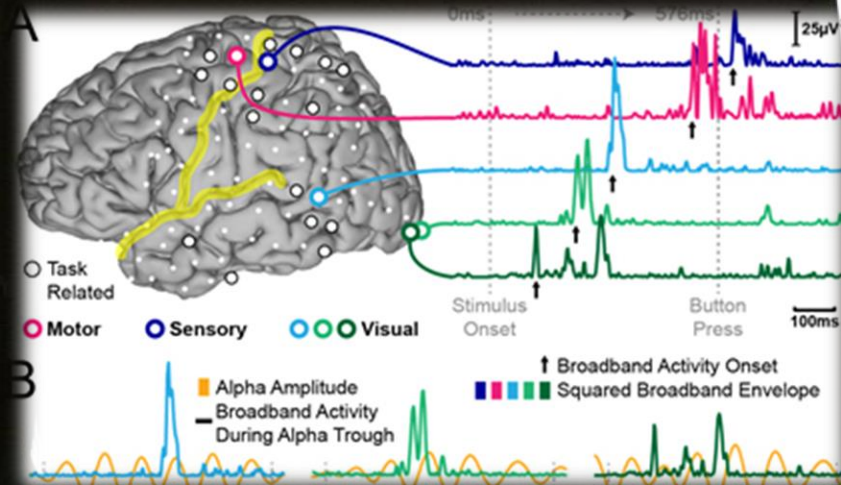
Heart Rate





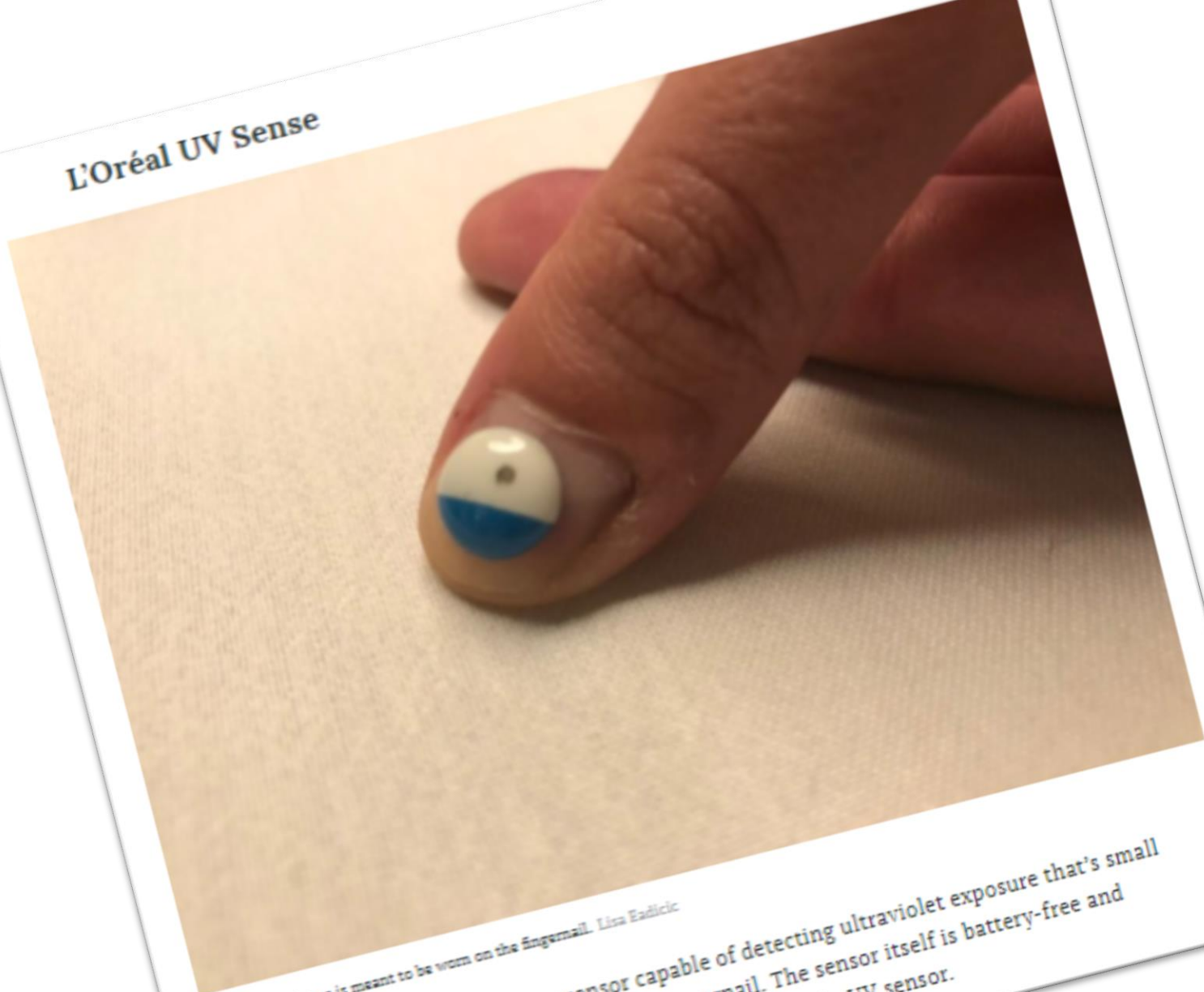
Other

8:59





## L'Oréal UV Sense



L'Oréal's UV Sense is meant to be worn on the fingernail. Lisa Eadicic

L'Oréal's UV Sense is a tiny sensor capable of detecting ultraviolet exposure that's small enough to wear comfortably on your fingernail. The sensor itself is battery-free and includes an NFC antenna, a temperature sensor, and a UV sensor.



# Predicting Wellness where ever you are







*Behavioural REAL time  
data is making all sorts of  
possibilities  
for life enhancement*







The most important new job in  
the world belonged to .... ?



**Meet a guy who makes a living translating emojis**

cnbc.com • Emojis may seem simple and fun but use them in an incorrect manner and it can be an embarrassment. Emoji Translator Keith Broni can  
[Edit](#)



L



IMAX

**IN THEATERS FEB 12**

[deadpoolmovie.com](http://deadpoolmovie.com)

#DEADPOOL



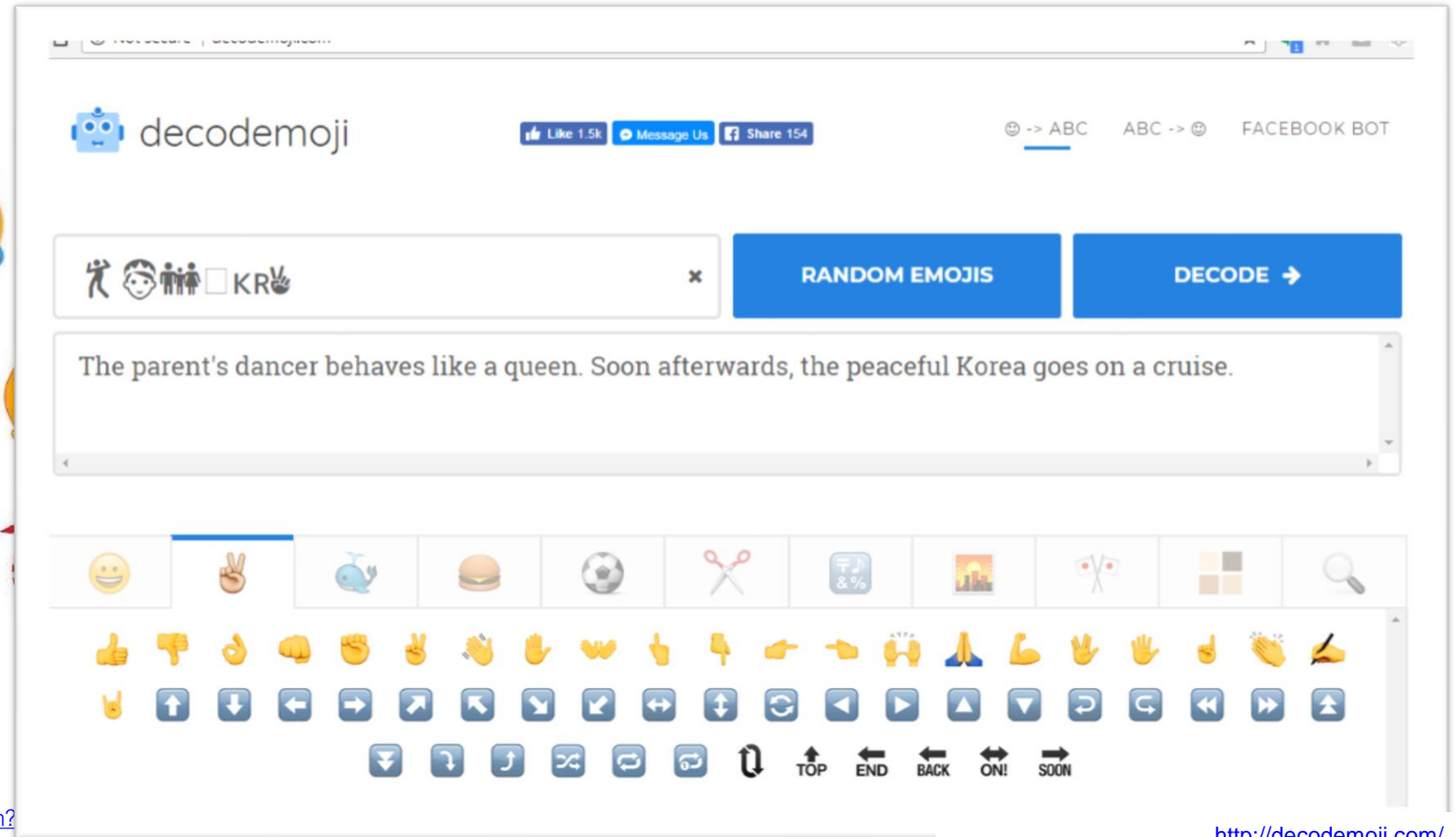


# THE WORLD'S FASTEST GROWING LANGUAGE

A unified emoji for wellness ?



<https://www.youtube.com/watch?>



<http://decodemoji.com/>



# Democratization of information leads to more Peer-to-Peer wellness/medicine/health ecosystems





## Jack Andraka

After a close family friend died of pancreatic cancer, 15-year-old Jack Andraka began working on a way to help future patients and at the age of 16 , he came up with a novel approach to detecting pancreatic cancer

## Kim Goodsell

She is unlucky enough to have two very rare diseases. She taught herself genetics to find out until she was able to diagnose complex medical conditions that their physicians could never have time to figure out.





## It seems Technology will coordinate integrated health/wellness



# Artificial Intelligence Can Guess Recipes by Looking at Food Photos

FOOD&WINE Mike Pomranz

Food & Wine July 20, 2017

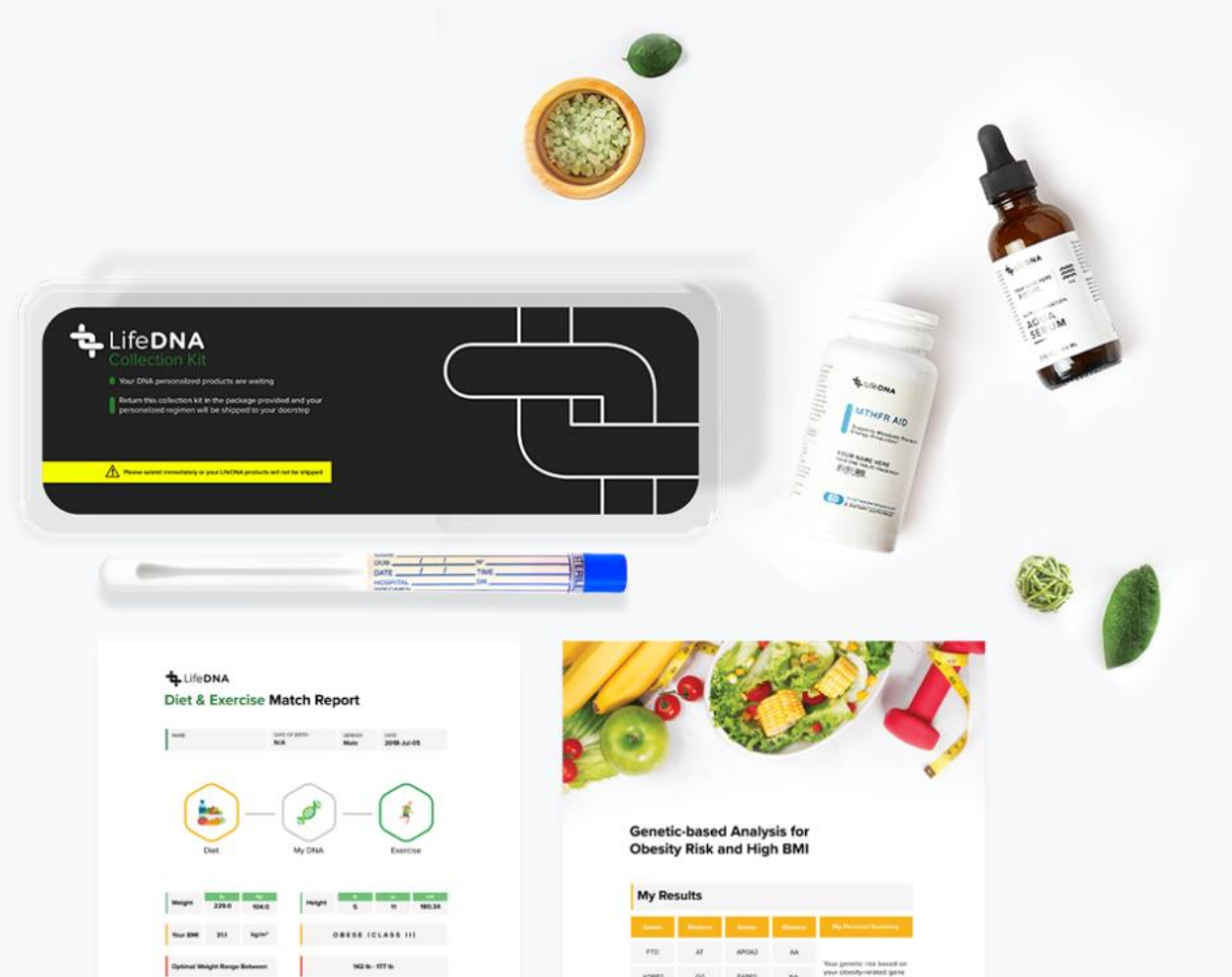
t

Pic2Recipe: Predicting recipes from photos





# The Health And Wellness Optimization Program by LifeDNA: Using Your DNA to Create a Better Mind & Body.

[Apply Now](#)




## Create a Better Life with Your Own DNA

A 60-second DNA analysis will help us build a personalized nutrition, exercise, and lifestyle for your unique mind and body.



## Your Own Personal LifeDNA Expert

Every quarter, your Certified LifeDNA Expert will track your progress and work with you to optimize your results.



## Health and Wellness Optimization

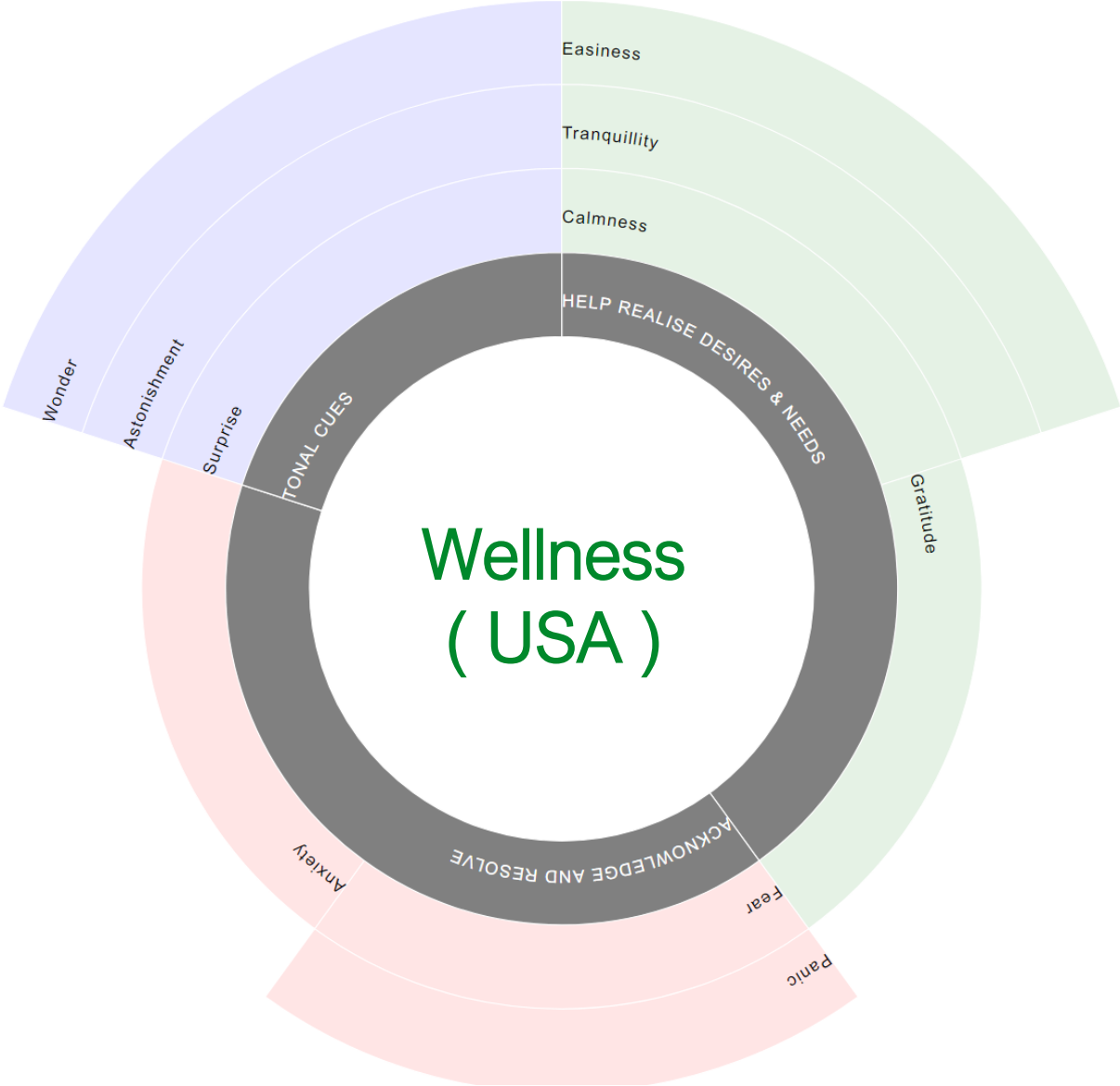
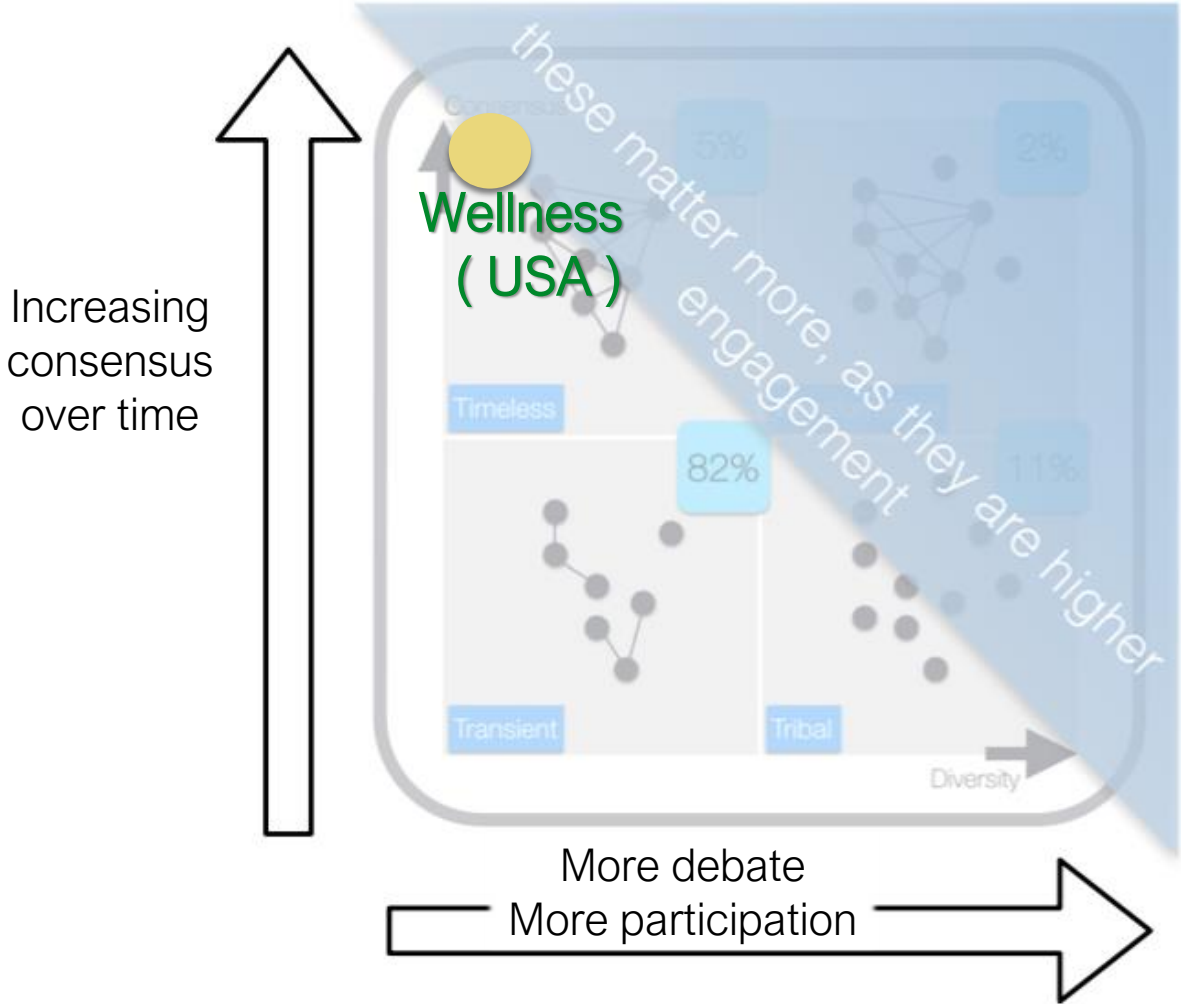
From a personalized pack of supplements to DNA-based personal reports, get everything you need for a DNA-optimized life.

[Apply Now](#)

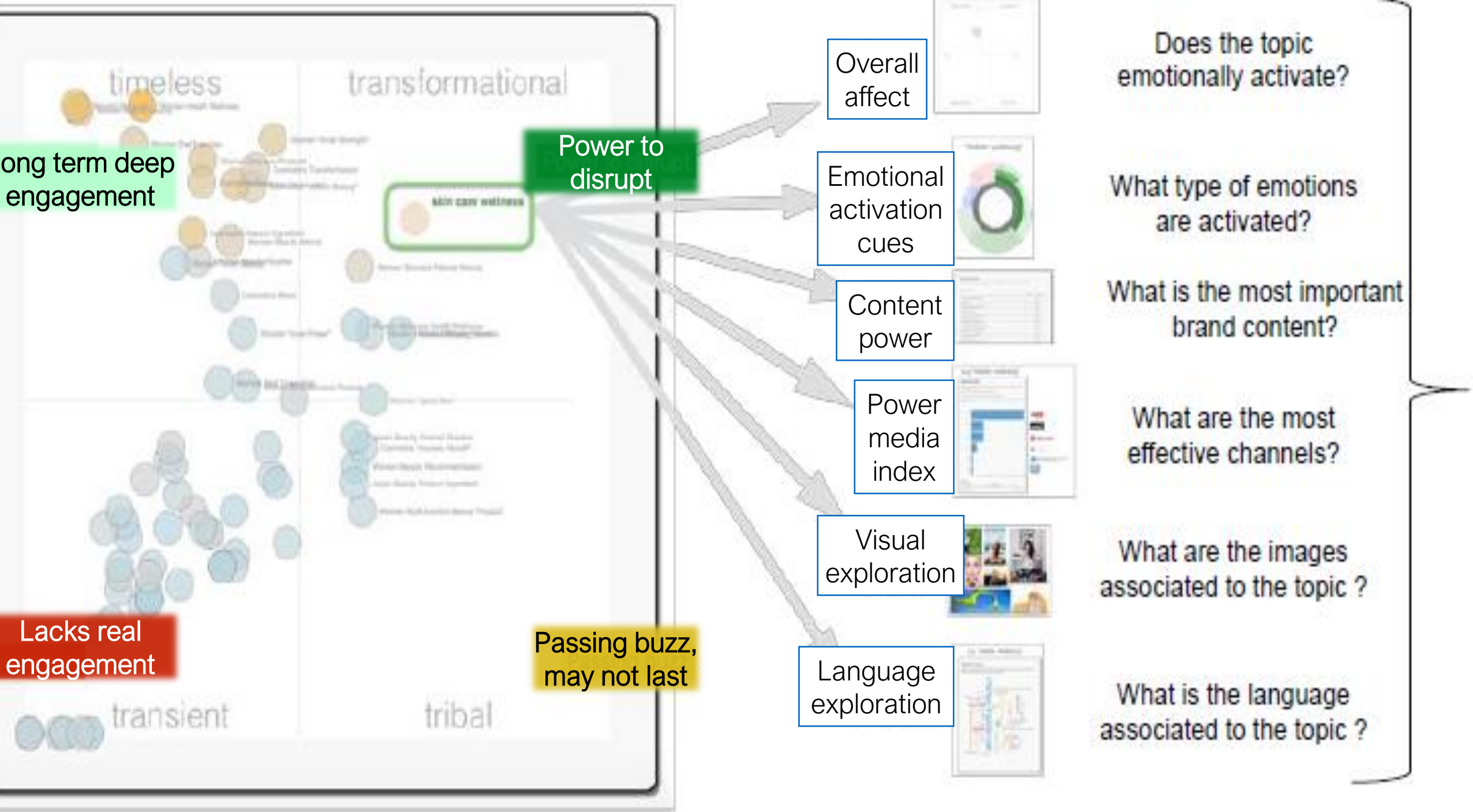




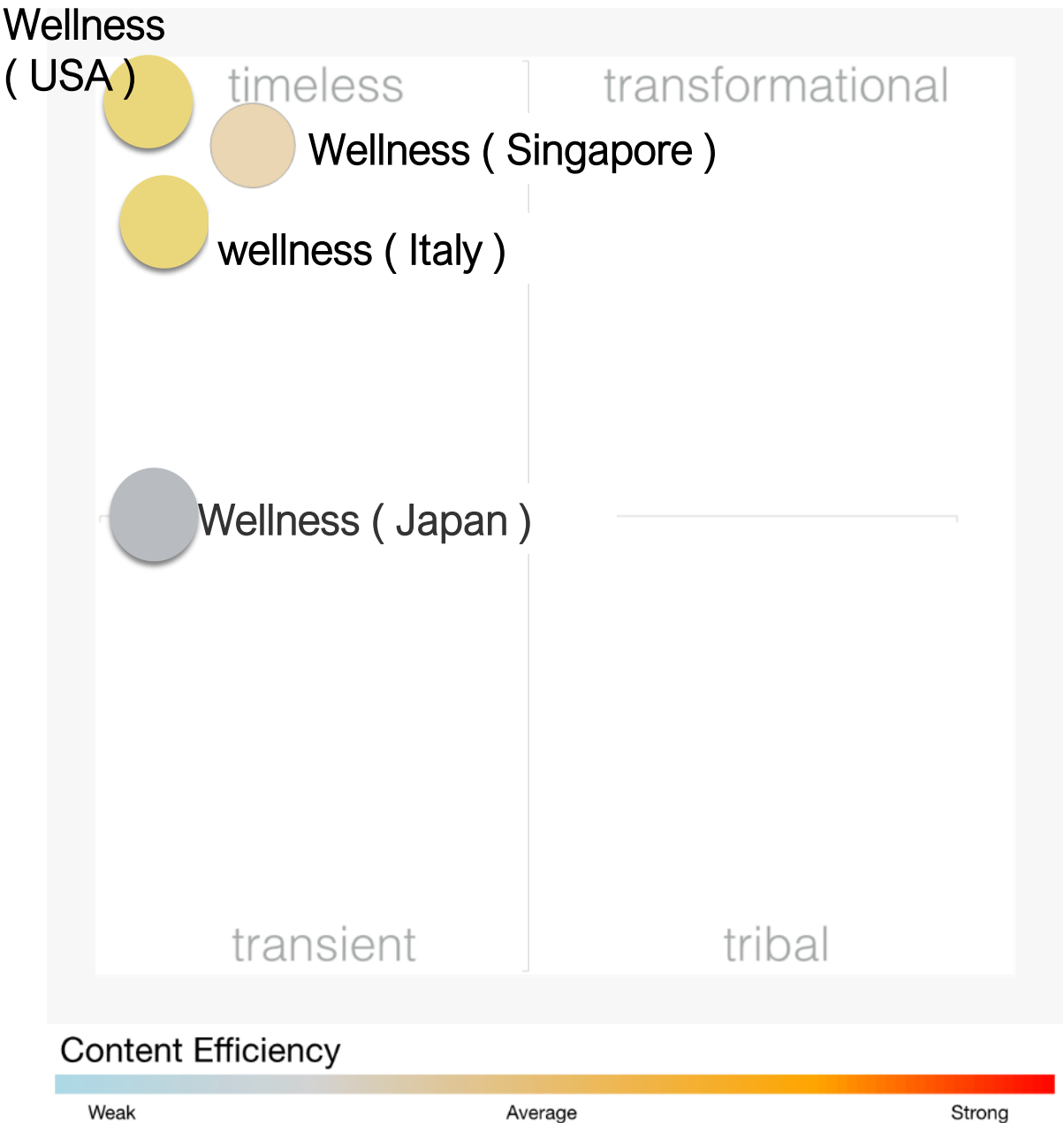
# Structured discovery, exploration and tracking of the narratives that matter to your business







WELLNESS NARRATIVE



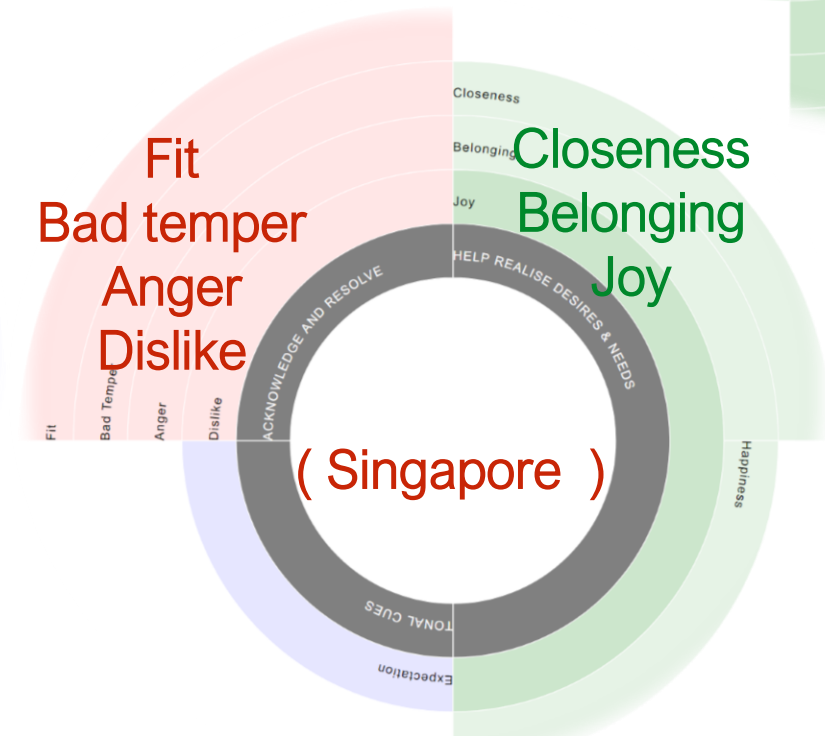
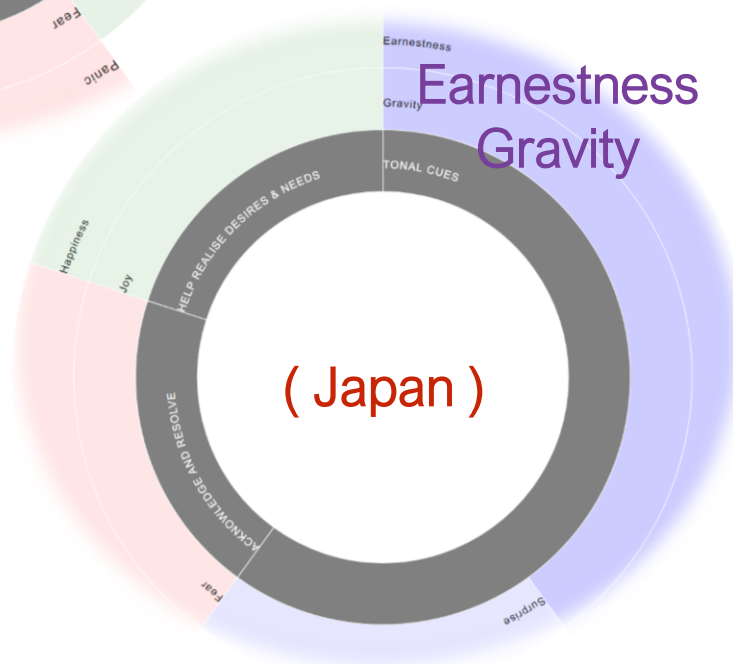
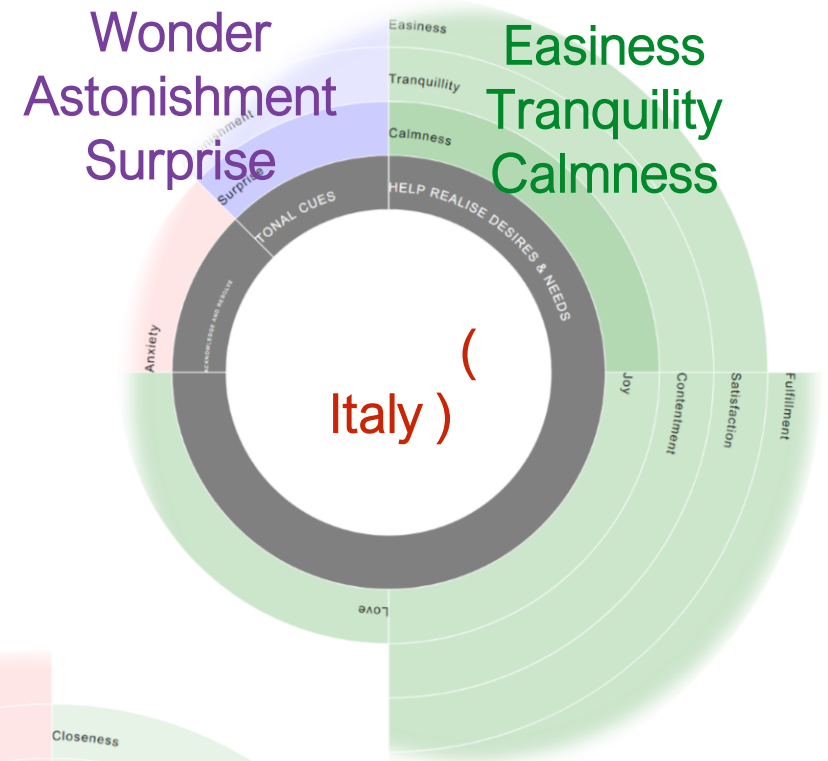
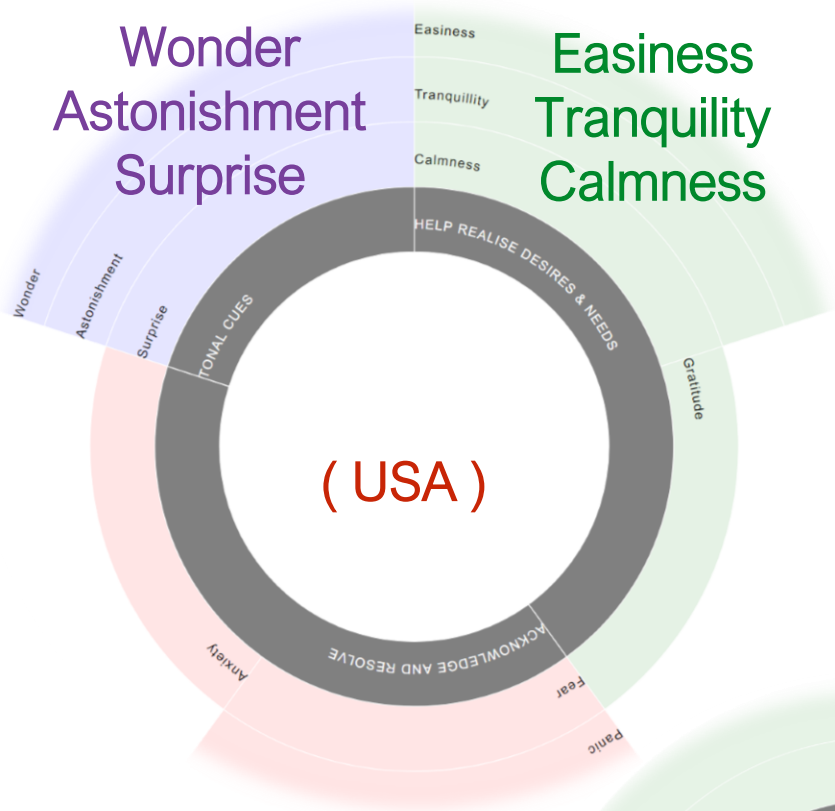
WELLNESS AFFECT





# IN 2014 24 OUT OF 26 COUNTRIES SAID JAPAN WAS THE WELLNESS CHAMPION





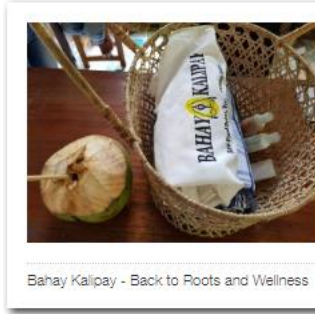




Is NuCerty a Scam? (Just Another Pyramid Recruitment Scheme?)



4 Trainers on Why Fitness Retreats Are the Future of Travel



Bahay Kalipay - Back to Roots and Wellness

The New York Times

THE CYCLE

# Worshiping the False Idols of Wellness

Charcoal, “toxins” and other forms of nonsense are the backbone of the wellness-industrial complex.

By Jen Gunter

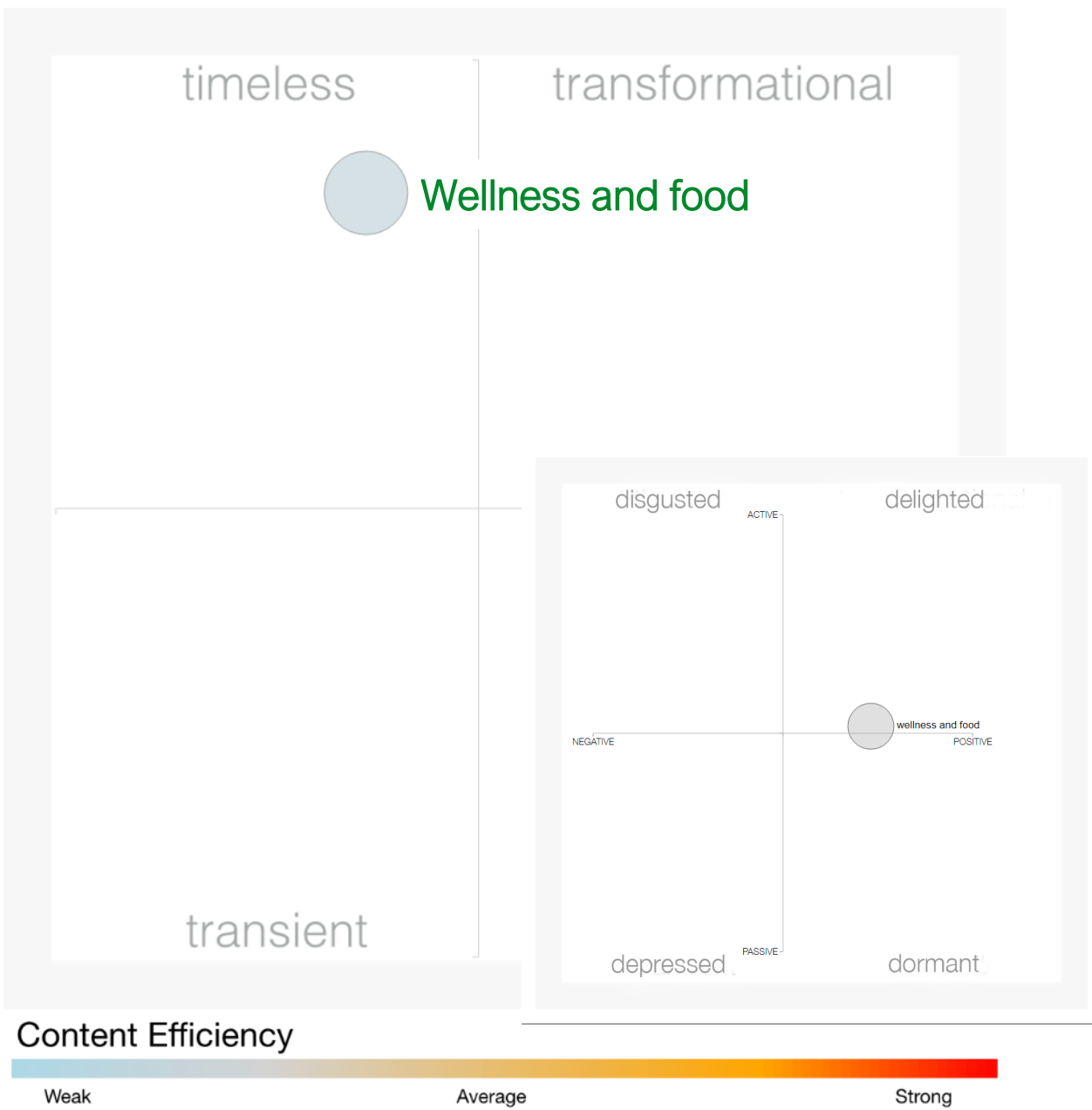
Aug. 1, 2018

[Leer en español](#)



# Wellness and food

## Actually = Wellness pet food

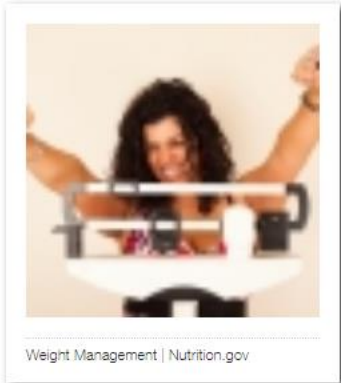


### Narrative > Content > Power

Title	Content Power
CORE® Original - Wellness Pet Food	117.0
Complete Health™ Grain Free Kitten - Wellness Pet Food	102.0
Complete Health Limited Ingredient Deboned Turkey & Potato	96.0
Simple Limited Ingredient - Wellness Pet Food	96.0
CORE® Adult - Wellness Pet Food	93.0
Simple Limited Ingredient - Wellness Pet Food	90.0
CORE RawRev Original + 100% Raw Turkey   Wellness Pet Food	87.0
Simple Limited Ingredient Healthy Weight   Wellness Pet Food	87.0
Complete Health Limited Ingredient Salmon & Potato ...	87.0
Simple Limited Ingredient - Wellness Pet Food	87.0

# wellness nutrition

Narrative > Content > Exploration



**MAKE MYPLATE**

Leader Toolkit: Week Two

**The Challenge:**  
Make at least one MyPlate lunch or dinner per day.

**Challenge Details:**  
This week is about learning the basics of MyPlate and applying its lessons to everyday life. Participants will have fun while learning about MyPlate. They'll also get ideas about ways to stay healthy with eating, moving, and MyPlate.

**Social Media Twist:**  
Participants can use social media to share information about MyPlate, their progress, and inspire each other.

**Holiday Wellness Challenge – Food and Health Communications**

We are making a lot of **Chirps** here

Griopro® – The Original Cricket Powder

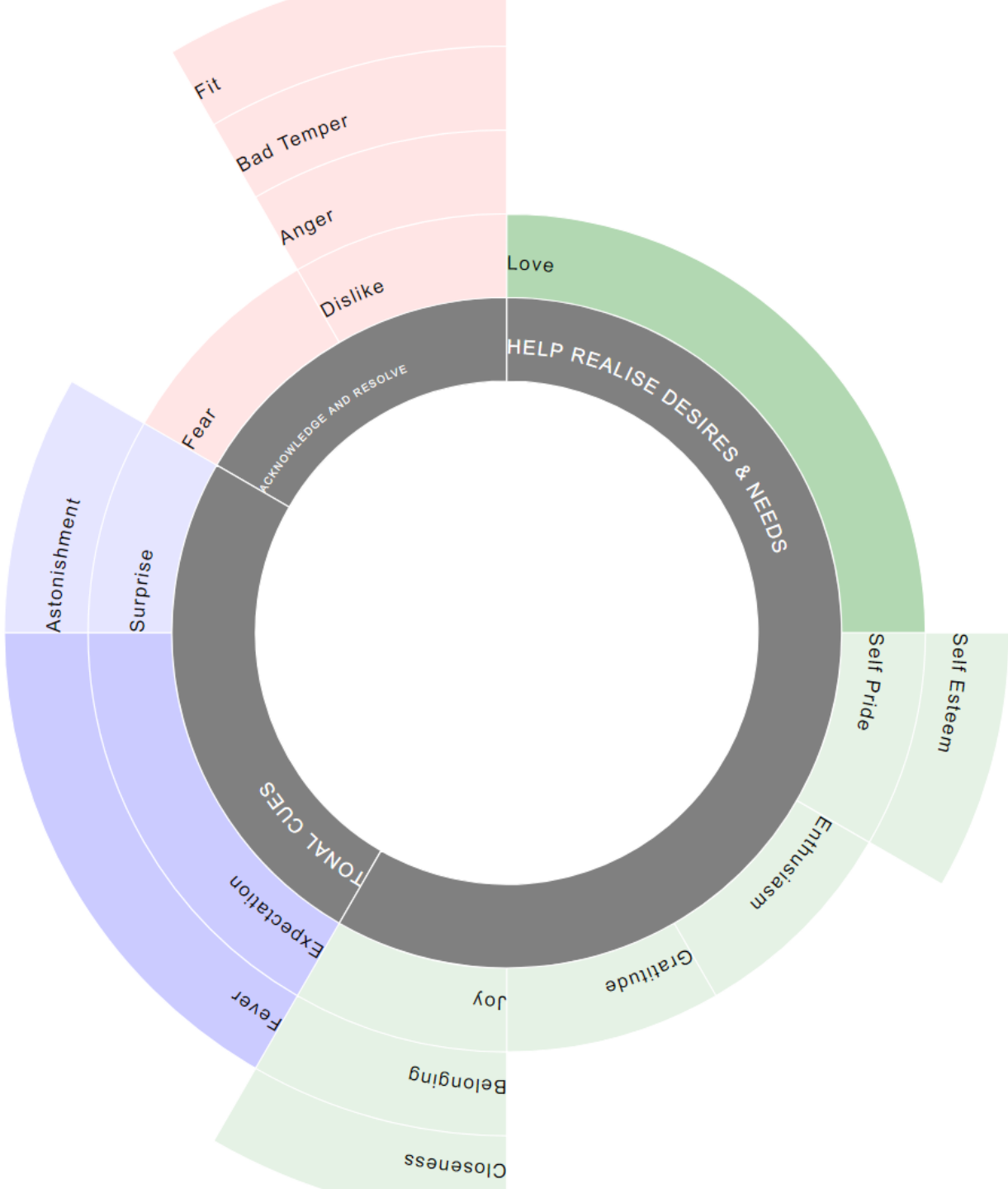
The Wellness Impact Report | DairyGood

**Make Your Salad A Rainbow**

These colors are good for you!

3 Fun Prize Ideas – For Communications

The Wellness Impact Summary | DairyGood





Wellness Nutrition

timeless

transformational

transient

Content Efficiency

Weak

Average

Strong

disgusted

delighted

ACTIVE

NEGATIVE

POSITIVE

depressed

dormant

PASSIVE

wellness nutrition

Make Your Salad A Rainbow

These colors are good for you.



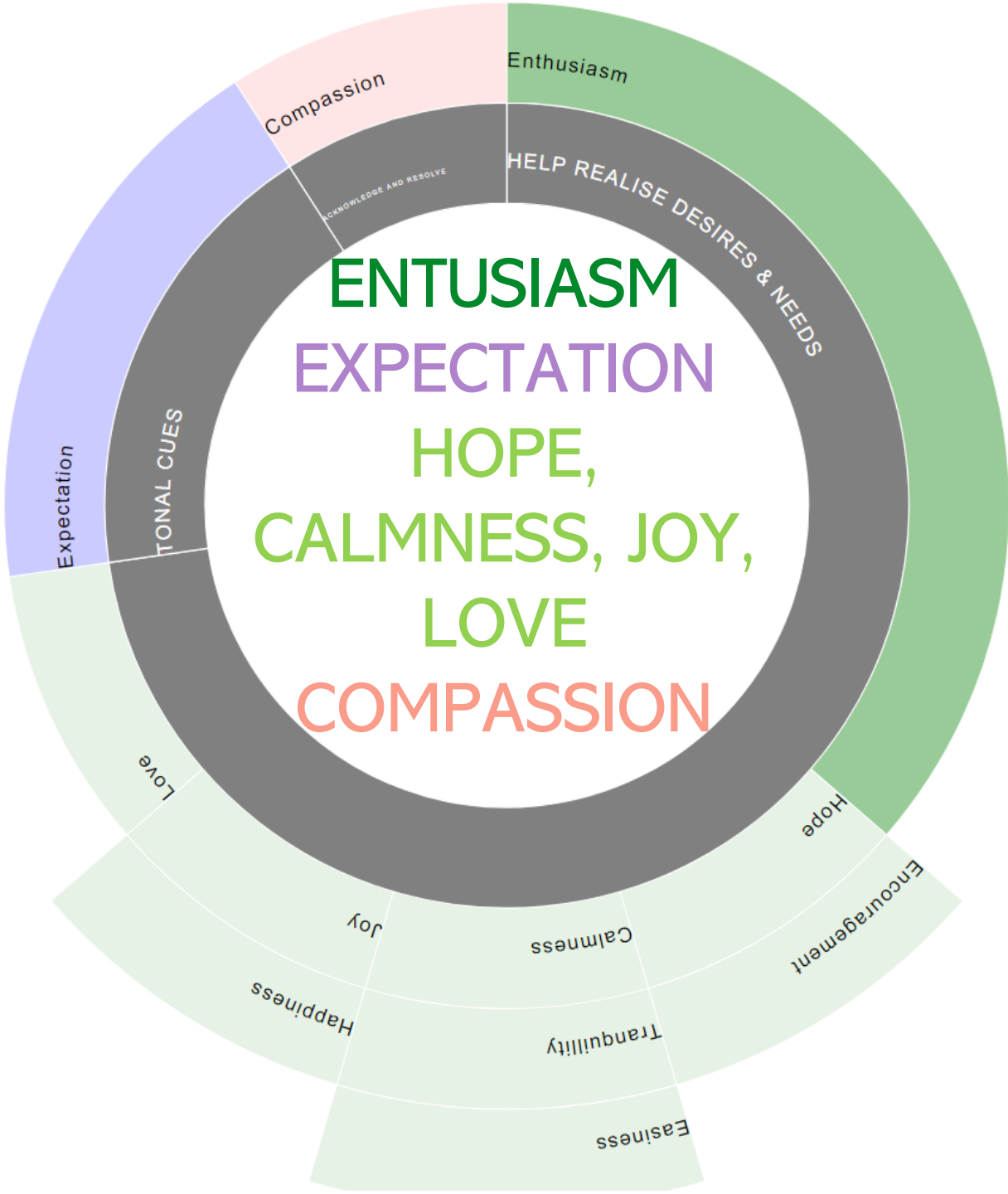
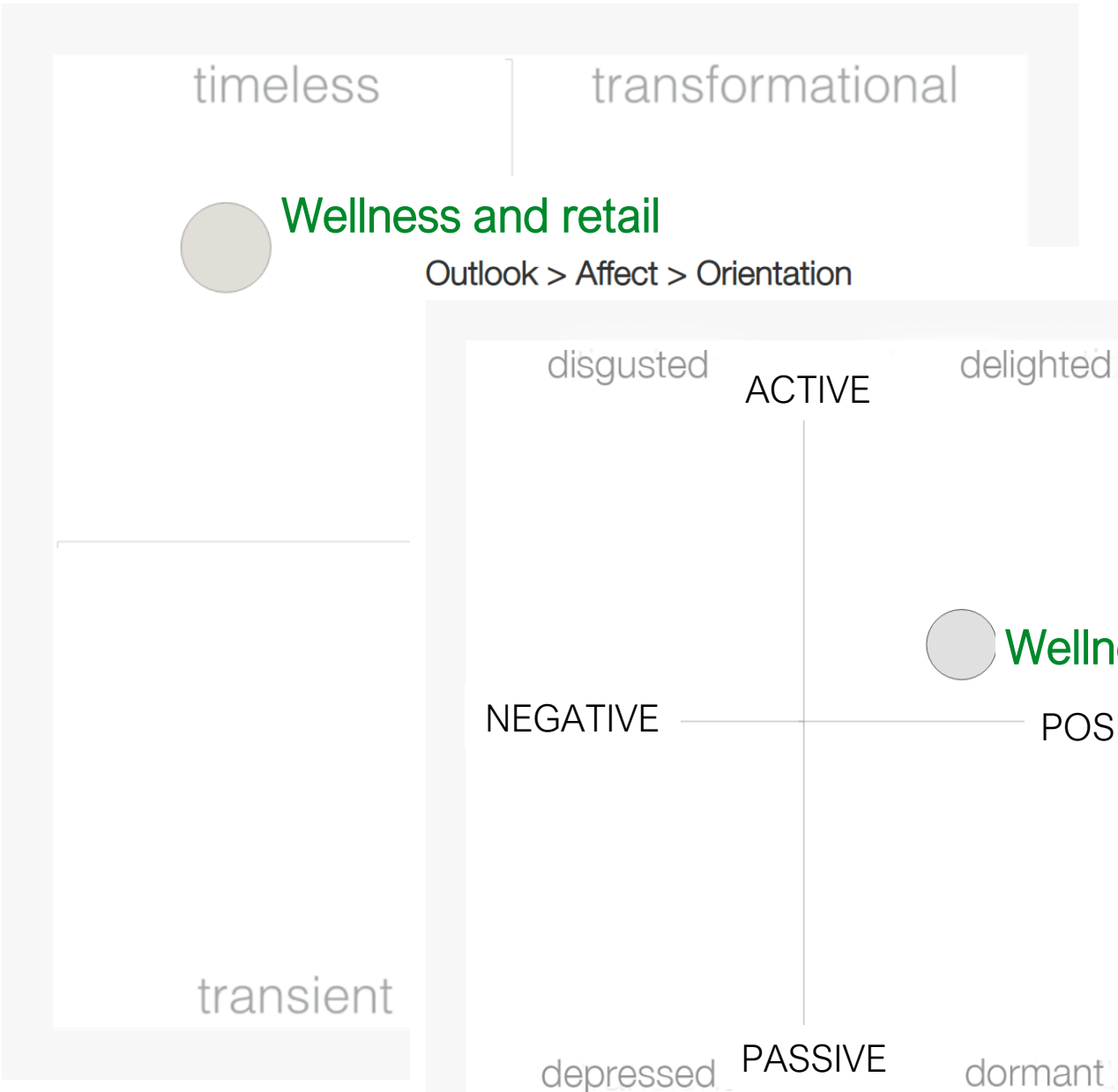
3 Fun Prize Ideas – Food and Health Communications



The Wellness Impact Report: Executive Summary | DairyGood

# Wellness and retail

Outlook > Engagement > Classification







5 hallmarks of great corporate wellness programs | Fortune



The Top 8 Most Unexpected Retailers Embracing Health & Wellness Trends



Future of Health - PSFK



How Kroger, Walgreens And Johnson & Johnson Are Using AI ...



Young workers want better health and wellness benefits

## The Top 8 Most Unexpected Retailers Embracing Health & Wellness Trends



Best Buy  
Saks  
Debenhams  
Anthropologie  
The Goods  
Mart  
Westfield  
Singapore  
Airlines  
Apple

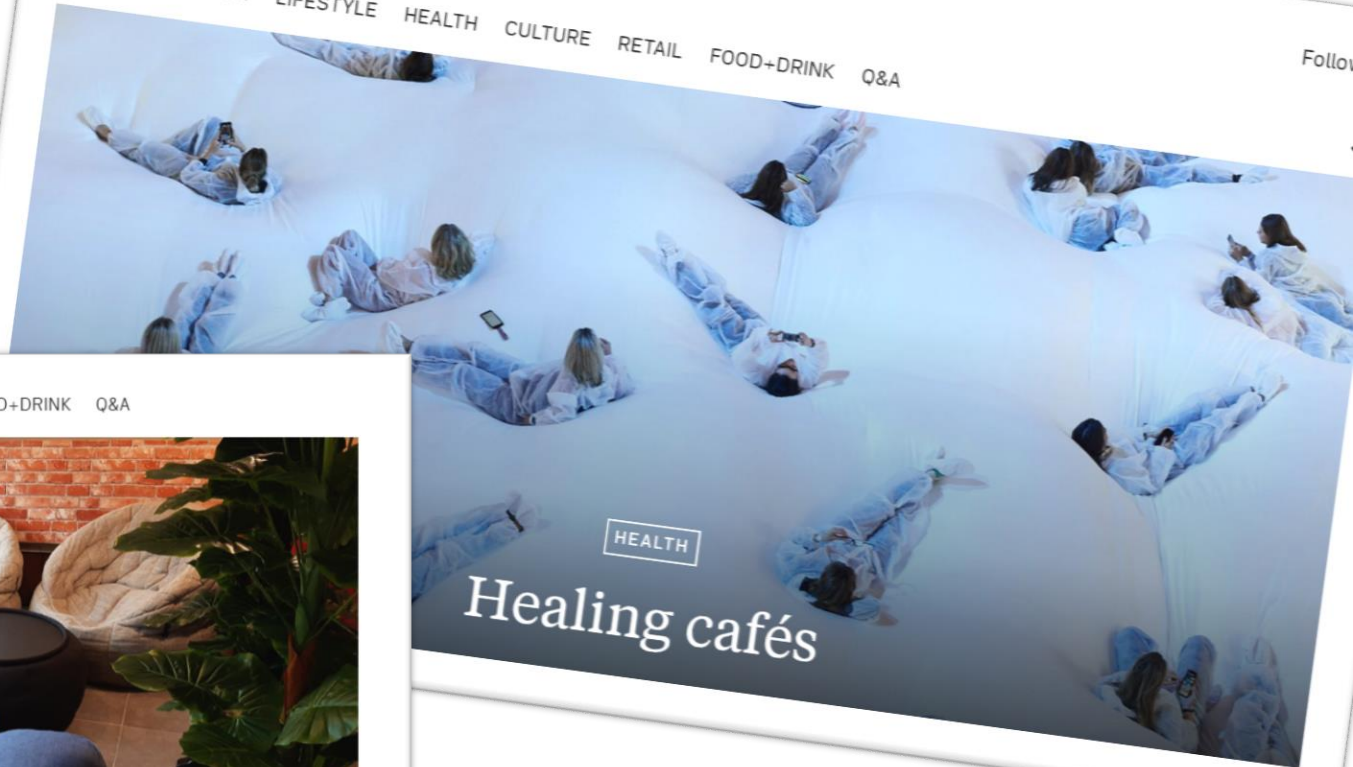


WALTER HOMPSON INTELLIGENCE

SHARE

TECH LIFESTYLE HEALTH CULTURE R

Plastic Re











**wellness at retail has had a**  
*sense of luxury*

**is it being democratized ?**



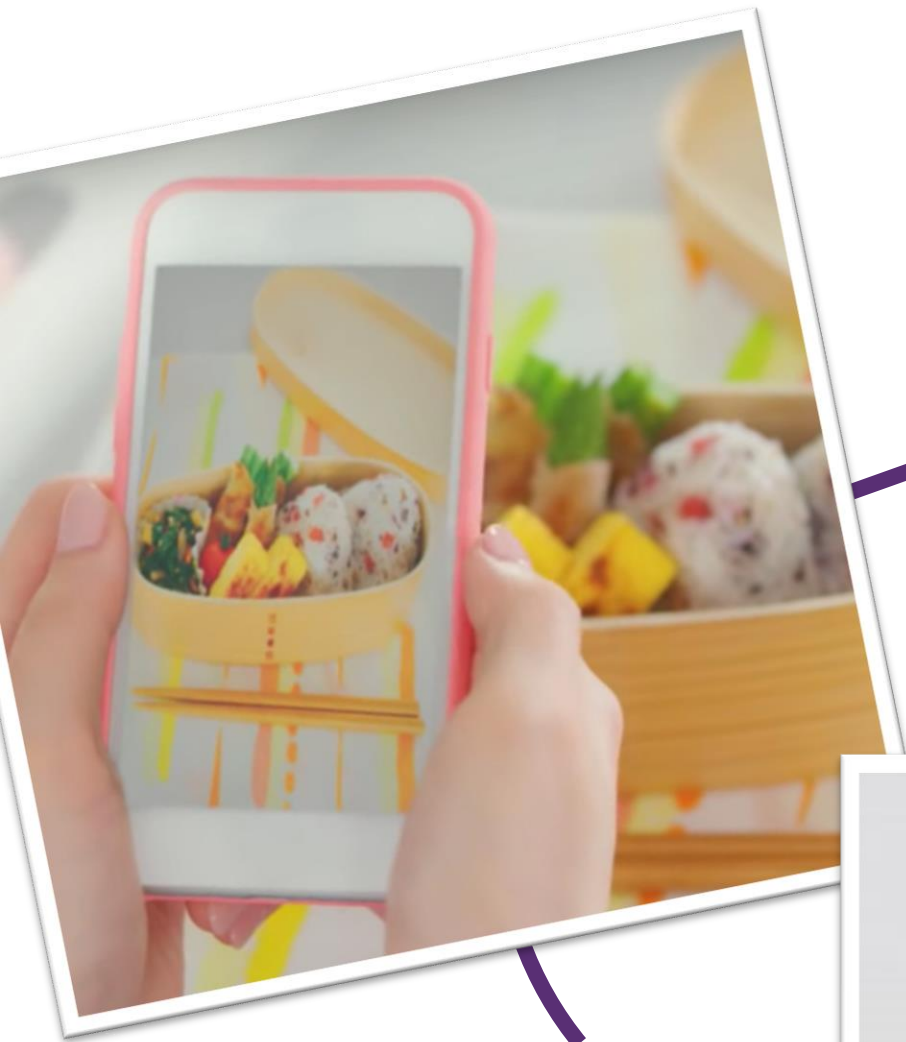
# DR NASH SIAMWALLA - MINDFULNESS GURU







**THINK ABOUT THE EDUCATION THEY ARE GETTING  
FROM THE WORLD'S TOP RETAILER**





App Store > Business > Silver Group Pte Ltd



AF Brands 12+

Silver Group Pte Ltd >

Details

Ratings and Reviews

Related

### iPad Screenshots

How age-friendly is your brand? The AF app helps you evaluate all aspects of your customer journey

AF Brands Demonstration Project Save & Logout

Select Language

- Communications 0% >
- Online 0% >
- Retail 0% >
- Product 0% >
- Support 0% >

Communications 0% >

Advertising Creative

Summary question 0/1 1

Advertising Media

Summary question 0/1 2

Direct Mail

Summary question 0/2 3

Public Relations

Summary question 0/1 4

Sales Collateral

Do the components of the the direct mail combine and result in a relevant and appealing way to engage older consumers?

The creative is highly effective = 5 The creative is unlikely to achieve its objective = 1

The paid version of the app covers multiple touch-points with more directed, objective measures.

Complexity:

1 2 3 4 5 N/A

Eyesight - Clarity:

1 2 3 4 5 N/A

Checklist questions are associated with the 25 effects of ageing and scored on a 1-5 scale

AF Brands Demonstration Project Save & Logout

Select Language

- Communications 0% >
- Online 0% >
- Retail 0% >
- Product 0% >
- Support 0% >

Communications 0% >

Advertising Creative

Summary question 0/1 1

Advertising Media

Summary question 0/1 2

Direct Mail

Summary question 0/2 3

Public Relations

Summary question 0/1 4

Sales Collateral

To measure the effectiveness of the advertising creative with older consumers.

Is the advertising creative relevant to older consumers and likely influence their decisions?

The creative is highly effective = 5 The creative is unlikely to achieve its objective = 1

The paid version of the AF app covers multiple touch-points and contains more objective measures.

Comprehension:

1 2 3 4 5 N/A

The AF Brands app measures the real age friendliness of what you offer

Rating: 12+


### LINKS

Privacy Policy

Developer Website

© Copyright - Age Friendly





In a world of virtual/augmented/"fake news"/streaming reality



Getting a message across is tougher

And maybe ... hopefully ...truly ...  
people want something more real

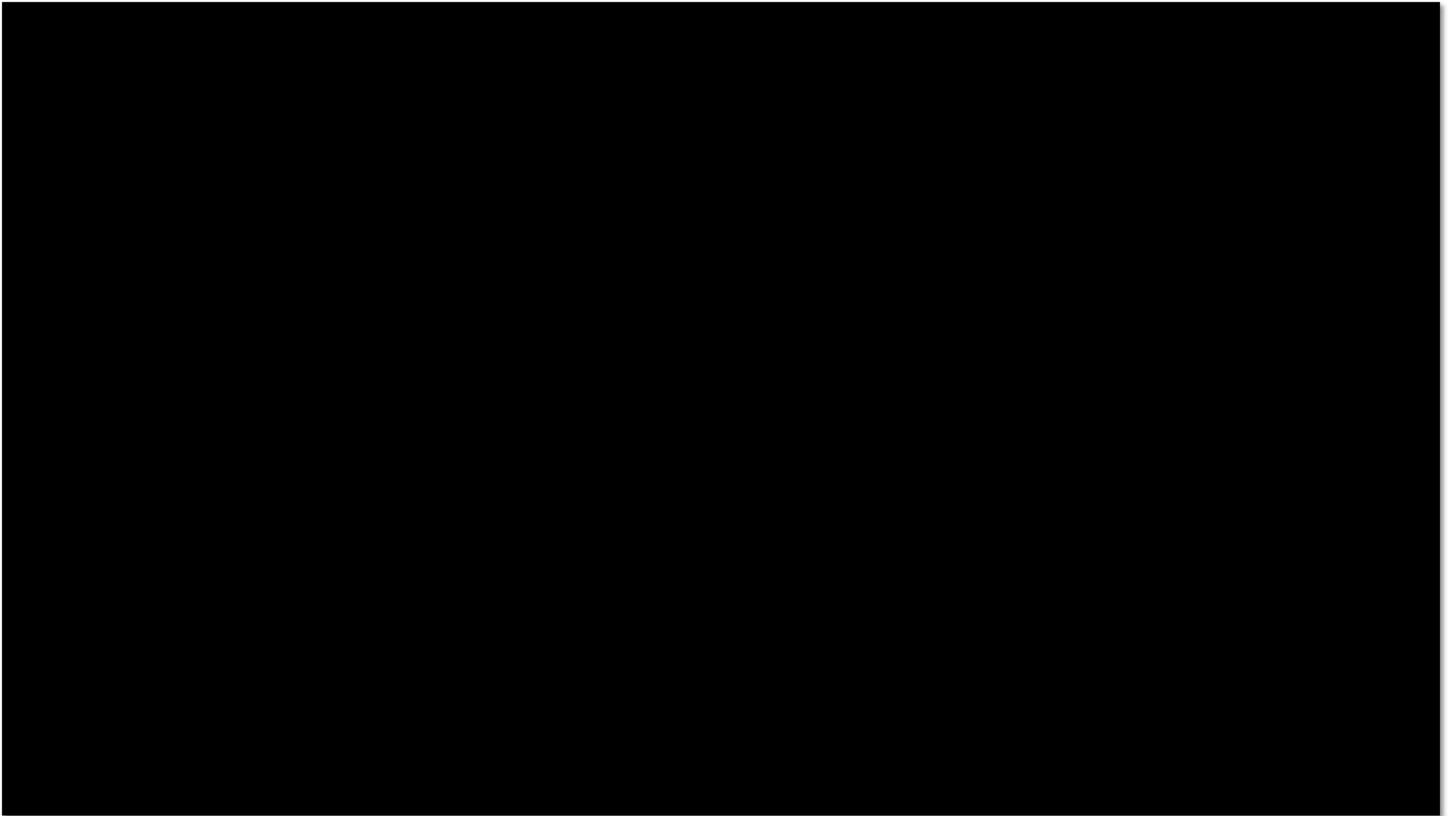












World  
Toilet  
Day



19 November



