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
So what did we learn?
"You guys here for the digital detox?"
The 10,000 step myth?
L’Oreal’s UV Sense is meant to be worn on the fingernail. Lisa Radicic

L’Oreal’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
IN THEATERS FEB 12
THE WORLD’S FASTEST GROWING LANGUAGE

A unified emoji for wellness?

https://www.youtube.com/watch?v=vhIzJJw

http://decodemoji.com/
Democratization of information leads to more Peer-to-Peer wellness/medicine/health ecosystems

source: www.healthstandard.com
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.

source: www.healthstandard.com
It seems Technology will coordinate integrated health/wellness.
Artificial Intelligence Can Guess Recipes by Looking at Food Photos

Mike Pomranz
Food & Wine July 20, 2017
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

Increasing consensus over time

More debate
More participation

Wellness (USA)
Lacks real engagement
Passing buzz, may not last

Overall affect
Emotional activation cues
Content power
Power media index
Visual exploration
Language exploration

Does the topic emotionally activate?
What type of emotions are activated?
What is the most important brand content?
What are the most effective channels?
What are the images associated to the topic?
What is the language associated to the topic?

Long term deep engagement
Power to disrupt
In 2014 24 out of 26 countries said Japan was the wellness champion.
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

<table>
<thead>
<tr>
<th>Title</th>
<th>Content Power</th>
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<tbody>
<tr>
<td>CORE® Original - Wellness Pet Food</td>
<td>117.0</td>
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<td>Complete Health™ Grain Free Kitten - Wellness Pet Food</td>
<td>102.0</td>
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<tr>
<td>Complete Health Limited Ingredient Deboned Turkey &amp; Potato</td>
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<tr>
<td>Simple Limited Ingredient - Wellness Pet Food</td>
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<td>CORE® Adult - Wellness Pet Food</td>
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<td>Simple Limited Ingredient - Wellness Pet Food</td>
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<tr>
<td>CORE RawRev Original + 100% Raw Turkey</td>
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<tr>
<td>Simple Limited Ingredient Healthy Weight</td>
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<tr>
<td>Complete Health Limited Ingredient Salmon &amp; Potato ...</td>
<td>87.0</td>
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<tr>
<td>Simple Limited Ingredient - Wellness Pet Food</td>
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</tbody>
</table>
Wellness and retail

Outlook > Engagement > Classification

timeless, transformational

Wellness and retail
Outlook > Affect > Orientation
disgusted

ACTIVE

NEGATIVE

POSITIVE
delighted

depressed, PASSIVE
dormant

ENTUSIASM
EXPECTATION
HOPE,
CALMNESS, JOY,
LOVE,
COMPASSION
The Top 8 Most Unexpected Retailers Embracing Health & Wellness Trends
Imagining the sensorial future of retail spaces

Barcelona – Designer Andrés Reisinger has created a series of Healing Cafés in the city's hip district. The concept integrates elements of wellness and design to create a unique customer experience. The cafés feature cozy seating areas, calming color schemes, and plants to promote a tranquil atmosphere. This innovative approach is set to redefine the traditional retail environment, merging the worlds of design and wellness.
wellness at retail has had a sense of luxury

is it being democratized?
THINK ABOUT THE EDUCATION THEY ARE GETTING FROM THE WORLD’S TOP RETAILER
The AF Brands app measures the real age friendliness of what you offer.
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
It's a beautiful day. I really want you to go outside and play.
World Toilet Day

19 November

it's no Joke!