

AUSTRALIA: AUSTRALIA

1. What is currently making news in your country when it comes to wellness or wellbeing?

Increasingly, popular clean eating campaigns encourage consumers to try exotic powders, potions, tonics and treats imported from far away destinations.

The marketing campaigns employed often portray wild jungles, remote lush regions, and happy and sustainable working cooperatives.

I investigated the health claims attached to the Superfood trend, and open a pathway of enquiry as to what constitutes 'super', how is it defined, and to create a theory for the purpose of naming a food 'super'.

The particular challenge of my research is authenticating claims of superfoods for their clinical and ecological impact, and should we consider monitoring those claims so they are more specific and ultimately more transparent for the consumer.

The phrase Superfood is becoming increasingly utilized amongst healthy food lovers, yoga students and foodies around the world.

However, at this point there is no clear definition of what the word actually means and the scientific, evidence based research, is either conflicting, curative, or completely unsubstantiated.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: A step further toward the medi spa

Wellness Tourism: A rapidly growing sector

Wellness Living Communities/Real Estate: Slow

Beauty: Consumer demand for natural skincare, preservative free

Fitness: Wellness is the new fitness

Nutrition: We must take into consideration food miles, fluorescent light from storage and handling procedures and intercontinental transit rules and regulations and

consider sustainable food practice, food ethics – such as fair trade certifications, the Superfood trend promotes appeal to ethical consumers and health advocates.

3. How would you describe the state of workplace wellness in your country?

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

5. Whose responsibility is it to create a well world?

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