

# NORTH AMERICA: CANADA

---

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

- Clean and mindful eating, making better choices and reading labels.
- Emotional and mental wellbeing, with depression and anxiety at their highest reported levels the need for wellness outlets is a growing need.
- Unplugging yourself, the importance of an electronic detoxification

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

**Spas:** An important development in the Spa industry is employers realizing benefit to insurance coverage including holistic/massage and spa services to aid in mind and emotional balance, resulting in improved overall wellness, productivity and performance in the workplace.

**Wellness Tourism:** A significant development in the Wellness Tourism industry is the continuous growth of travelers seeking non medical solutions to improving health and wellbeing.

**Wellness Living Communities/Real Estate:** The implementation of wellness related programs and education (spa, holistic therapy, massage) to change the mindset or wellness/fitness within communities has been an essential development.

**Beauty:** Canadian consumers have had important development with their perspective on beauty products- now searching for products that are Canadian made, Paraben free, organic, ethically derived- to enhance radiant youthful skin.

**Nutrition:** An important development with Canadian Nutrition is that Canadians are educating themselves on clean eating and being mindful with food choices.

**Fitness:** A significant development with Canadian fitness is the movement to be more active and the variety of outlets becoming available for Canadians in order to do so-tax credits, employee fitness programs, etc.

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

I would describe the state of workplace wellness in Canada as WORK IN PROGRESS. Although the government has implemented campaigns to assist in changing the mindset of its citizens, employers need to realize the emotional and mental fatigue paced challenging environments play on individuals. Implementing wellness and fitness programs within the workplace will increase productivity and overall revenue. I believe of the government should provide incentives to Spa's, as Spa's improve wellness putting less strain on the health system.

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

The general attitude toward investing in spa/wellness in Canada for 2015 is apprehension.

Examples:

- There is a struggle with competition in the Spa industry with relation to low end nail shops, as therapists open these shops out of their homes and behave like a cash operation.
- The struggle to compete with wages as there is a lack of support from Ontario Colleges for the Spa industry. (I.E) College encourage therapists to open businesses out of their homes
- Apprehension when opening a spa as you need to ensure you have the correct demographic/income to support a spa within the community

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

Each and every individual is responsible for their personal contribution to wellness to achieve a well world.

#### **SUBMITTED BY:**

Name: Simone Dobson

Title: Spa Operator

Company: Euphoria Wellness Spa

Email: [simone@spa-euphoria.com](mailto:simone@spa-euphoria.com)

Phone Number: (+1) 705 741 4772

The logo for Euphoria wellness spa features the word "Euphoria" in a large, elegant, cursive script font. Below it, the words "wellness spa" are written in a smaller, clean, sans-serif font.