

NORTH AMERICA: PUERTO RICO

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

The Puerto Rican community lives a heavily consumeristic lifestyle and at times a fairly unbalanced mind set. To prove that you can research many top selling department stores and retailers worldwide such as Macy's, and Victoria secrets amongst many others, that have their flagship top selling, record breaking in sales in this wonderful island 100 miles wide by 33 miles tall. Having said that, there is a huge misconception as to what is wellness and wellbeing in general. Currently in Puerto Rico wellness is directly associated with exercise, and one thing that is trending amongst the different social classes are new workout modalities such as Xco Latin Workout by Jackie, Tabata functional interval training and the gym membership to the newest or best gym in town. There is a lot of news as well in new results oriented machines such as HydraFacial MD, Endermology and Lacer treatments to have a more youthful skin of to eliminate unwanted hair. Unfortunate the words Wellness & Wellbeing are associated with a big fat \$\$\$ sign...

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

Spas: Knowledge is power and not knowing the real benefits behind spas just diminishes your chances to live better and be happier in life.

Wellness Tourism: Puerto Rico has a lot to offer when it comes to medicine, aesthetic procedures and lodging facilities... but we are still way behind other countries like Colombia that do full transformations in weeks.

Wellness Living Communities/Real Estate: The buildout of properties like the St Regis in Rio Grande, and the Ritz Reserve in Dorado, where they combine hotel and residential facilities I can attest that the quality of people and life is above the norm, but a high ticket to pay which is mostly attainable by millionaires.

Beauty: The Puertorrican community has always trusted beauty salons as their go to weekly fix and are now inclining to Med Lounges to maintaining that desired young soul in the outside.

Fitness: There is a place for every social economic class, so there are no excuses... from Planet Fitness to Liv Fitness Clubs in Puerto Rico there is a wide section to choose from.

Nutrition: There has been a large knowledge explosion as to the Nutrition sector which in part has mostly appealed to the awareness clause to prevent obesity and to live an overall energized and healthy life.

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

The state of workplace wellness is nonexistent in small business industries due to a lack in resources to be able to price it accordingly. In the big corporations like P&G, Amgen Pharmaceuticals and L'Oréal Caribbean the scenario is a bit different... they have wellness programs in place for their staff that includes Gym facilities, in house Nutritionist and a work life balance promise to motivate their employees to strive more for their company. The government in my opinion needs to find solutions for small business owners to be able to provide with incentives the same quality of opportunities to their employees.

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

There are two categories in the island that have been simultaneously growing the Spa / Wellness in Puerto Rico. The first one is mostly composed of aesthetic lounges, small med spas, beauty salons with 1 or 2 massage beds and a few urban spas that offer a fairly medical atmosphere with some decore that disguises the reality to fulfil a spa look. On the other hand there are the big Hotel Spas and in between those two categories lies YeloSpa San Juan. This past year beside our opening in San Juan on May 2014, there has been two other great additions which are the Ritz Reserve Spa in Dorado which is 45 min away from the Metropolitan area and the Vanderbilt Spa which recently opened 3 months ago. There is a lot of talk about a new Renaissance Spa right next to the Vanderbilt Hotel and a complete revamping of the spa at Hotel San Juan & Casino which was the former Waldorf Astoria until very recently it was bought.

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

It is my responsibility to create a well world. I can be a driving force to change one persons out look in life, and in term give that one person the tools and desire to pay it forward. It is why I love and live by the wellness industry as my one contribution to share health and wellness with as many people as I can. Lets stop making excuses

and lets get to work! In YeloSpa San Juan besides our massages, facials and naps... we offer Chiropractic, Nutrition, Medical Aesthetics and a Full Service Salo which was branded YeloDry Blo. Bar

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