

NORTH AMERICA: UNITED STATES

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

In the US, a growing awareness of how environmental issues (rising temperatures, drought, acidic oceans, rising water levels, pollution and GMO's) is impacting our health and wellbeing is taking root.

On an industry level, we are seeing two different approaches to Anti Aging and Longevity. Cosmeceuticals, fillers and surgery are now commonplace and widely accepted. Guests seeking an experience in nature, a holistic approach. (Ayurveda, naturopathic medicine, hydrotherapy, organic fare, healing via food, cryotherapy, meditation and mindfulness) is also growing. We are a diverse culture...

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

Spas: The trend of merging brands/identities between cosmetics and spas.

Wellness Tourism: In the US, we still have much to learn from our European counterparts who have been investing in rehabilitative wellness via Thermal hydrotherapy programs for many years.

Wellness Living Communities/Real Estate: Country club fitness and spa amenities in affluent communities now incorporate physical therapy and medical services as well as farm to table and organic growing programs.

Beauty: A dichotomy: medical cosmetics are mainstreamed, clients are getting younger while interest in natural, organic and do it yourself medicinal aromatherapy continue to expand.

Fitness: Yoga has never had a greater following.

Nutrition: An ever growing awareness of the depleted vitality of food sources coupled with growing interest in organic, bio-dynamic foods, nutrition via the skin and supplements.

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

For a profession marketing 'wellness' we do a woeful job. The work environments of our leaders (Spa Directors,etc) are often cramped and without natural light. Associates work long hours and have little or no vacation or sick leave time. The majority of associates are officially 'part-time or on call' regardless of the number of hours they work . A common practice in corporate owned spas is to dole out the title 'Supervisor" to avoid paying overtime. A majority of spa associates must work another job or two to make ends meet.

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

A viable investment examples? Profits in resort/hotel spas are now expected to match those of food and beverage. (30%)

Business transactions of interest: Montage Laguna Beach, Marilyn Monroe spas, Steiner.

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

We all share the same planet and eco-socio and political collaboration is imperative. A tall order! On a personal level, however, we have the freedom to create our own wellbeing. Working from the perspective of inside out, with an understanding that our inner environment is a reflection of our external environment, we can become the change we want to see.

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