

NORTH AMERICA: UNITED STATES

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

The U.S. is busy applying incredible research advances by the scientific and medical communities in the field of the human microbiome - the body's complex system of microorganisms which helps support and maintain health. This includes the digestive tract and also the largest human organ, the skin. We see this as the new frontier of wellness. At ZENTS, our skin care products have already begun to evolve. New formulas will create a probiotic effect on the skin, and new spa treatments will feature a probiotic tonic that is taken internally.

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

Spas: Spas are expanding their wellness and longevity services, reaching further into clients' daily lives through health consultations and coaching, including daily/weekly/monthly calls and emails that help clients reach their health goals.

Wellness Tourism: Wellness tourism is on the rise and people are interested in learning ways of incorporating what they are doing at the spa and resort into their daily life.

Wellness Living Communities/Real Estate: In the US, we see an ever-increasing demand for this type of community, and we are thrilled to help contribute to it!

Beauty: The industry is responding to customers' demands for result driven beauty with mindful ingredients. Biodynamic is the new organic.

Fitness: People are interested in not only the traditional fitness of cardio, Pilates and lifting weights, but a surge of softer, more gentle fitness options like restorative Yin yoga for the overworked, stressed out guest.

Nutrition: Longevity is in—finding optimal foods, probiotics, and supplements for bio-hacking the body to slow or reverse the aging process of the body and mind.

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

In America, workplace wellness is sadly behind the research. Many of the leaders in the wellness community are not being supported to live a life of wellness. The spas and resorts we work with are finally recovering from the economic downturn, but many are still not able to return to previous staffing levels. This has led to a long-term issue of unmanageable workloads and unhealthy work-life balance. Vendors are in the same situation for different reasons. It is time for us as wellness leaders to create a grass-roots revolution of wellness in the workplace. It is impossible for us to teach and create wellness for others if we are not doing this for ourselves.

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

I see a growing interest in investing in modalities that have quantifiable results, from stress management, to nutritional counseling, to bio hacking with longevity emphasis, to wellness coaching. These techniques are taking us to a new and deeper level of wellness, which is very exciting.

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

It always starts right here. We must not only talk about wellness but take simple and radical steps to live it. We cannot truly implement and spread the wellness transformation unless we are doing it ourselves.

SUBMITTED BY:

Name: Cord Coen

Title: Founder

Company: ZENTS

Email: Cord@zents.com

Phone Number: (+1) 303 570 6380

Z E N T S