

NORTH AMERICA: UNITED STATES

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

Wellbeing is more front of mind than ever. Everyone is interested in determining some dimension of wellness that fits their lifestyle. Being healthy and feeling good is a foundation of looking and feeling beautiful.

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

Spas: There is very little innovation within Spa industry in the US.

Wellness Tourism: ; It is a growing concept, but still not as big as it could be.

Wellness Living Communities/Real Estate: It is a successful concept that investors are very interested in.

Beauty: Feeling good, being in balance is the new beautiful.

Fitness: The extreme fitness is huge on one end, and on the other, there are other options such as 7 min or 15 min total body workouts that are immensely popular and more attainable.

Nutrition: It is becoming common knowledge in the US, that the quality of food we eat determines the level of our wellbeing.

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

It is still very remote goal for companies. There have been small moves made in that direction, but for the most part, the workplace wellness is a not an option for the majority of employees.

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

I feel that there has been some investment but only to take over, modernize or update the existing spas. The growth and spa development has been robust only in Asia. Investors understand the value of spa as an amenity but have been witness to lack of profitability for spas as a separate business entity within hotels.

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

All of ours! We all have a responsibility to educate, spread the word and make the process of achieving optimal wellbeing fun and accessible.

SUBMITTED BY:

Name: Milana Knowles
Title: Senior Director of Spa Development
Company: Clarins
Email: milanak@clarinsusa.com
Phone Number: (+1) 917 297 7393

