

NORTH AMERICA: UNITED STATES

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

Natural Frequency technologies, halotherapy, recreational oxygen and portion control are trending topics in wellness right now.

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

Spas: Spas have become so democratized people think salons are spas.

Wellness Tourism: Americans aren't as adventurous as Europeans. They like to stay in safe resorts with spas when they do venture out. This hasn't changed much.

Wellness Living Communities/Real Estate: My philosophy is that wellness is in every room of the house. More people are considering the wellness of their homes as they age.

Beauty: Beauty has become like hygiene. If you weren't born with it, you can get it and maintain it with help from the spa or medical spa.

Fitness: Boutique classes have taken off in New York City. People want a different workout every day of the week. From a themed spin class, to SLT, to surf set.

Nutrition: Allergy-free eating is not just for need. People are choosing freely to opt out of gluten, dairy, soy, nuts and more.

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

The workplace is ill. We need more standing desks, windows, greens, interaction and fun.

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

The demand for health has doubled since 2011. The number one obstacle to good health is too much stress. The well-being customer is looking for natural help to look and feel healthy. According to the WSL survey “How America Shops® The Wellness Uprising” feeling and looking healthy means different things to different people. Consumers define the healthy lifestyle as balance.

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

Everyone is responsible for creating their own healthy world and I believe everyone lives somewhere on the health spectrum.

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