

# NORTH AMERICA: UNITED STATES

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

On-demand mobile technology- making top-quality wellness and other health, spa, and beauty services from licensed professionals available same-day in the homes, hotels, and workplaces of customers.

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

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

Companies are increasingly understanding and promoting the value of wellness in the workplace, which makes perfect sense. Wellness -- including yoga, meditation, and massage -- has been proven to boost the immune system, improve mood, alleviate stress, and reduce neck and back pain. In fact, HSA and FSA accounts popular under the Affordable Care Act, allow employees to pay for massages with pre-tax health dollars, if they have a prescription from a doctor. Some of these HSA and FSA accounts are supplemented by employers. Other workplaces are bringing massage directly to the office, scheduling chair massages for employees as an affordable and healthy reward.

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

From a VC perspective, the wellness/spa category has become increasingly interesting. A growing number of funds are waking up to the possibility that there are many \$1B+ businesses (or “unicorns”) in this category.

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

We can all work together to create a well world. Schools can promote nutrition, wellness and mindfulness from nursery school on up. Employers can encourage workers to take time for decompressing, volunteerism and self-care, or bring wellness services directly to the workplace. And everyone can find time to promote environmental and personal health.

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