



Industry Briefing Papers 2016

NORTH AMERICA: UNITED STATES

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

As an independent health practitioner I can't answer for the spa & wellness industry per se, but I do have a general sense of the health concerns, fears and confusions. Increasingly there is the battle between the use of pharmaceuticals for symptom relief and the natural health approach that aims to support core healing. This is often an uncomfortable fit in the UK whereas other countries, as I understand it, integrate these disciplines to work alongside each other. The big health concerns that I see repeatedly in my practice are visceral obesity, type 2 diabetes, oestrogen dominance-related issues and stress-related problems such as poor sleep and sugar cravings.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Although really not my area, from the limited work I do at Grayshott Health Spa, increasingly I am seeing the need for guidance and on-going support in maintaining good health practices. I believe that Health Coaching is something that will become much more established in the future, as yet is not really something that is established in the UK. The Gut Healing Regime I run at Grayshott Spa is proving hugely successful, not only in helping with digestive dysfunction but also the low sugar, high fat protocol is immensely helpful in blood glucose / insulin regulation and fat loss. Much of what we do in the Gut Health Regime is also essential for improved cognitive health and I believe this area is one that will be enormous in the future, as dementia and Alzheimer's becomes increasingly prevalent.

Beauty:

NA

Fitness:

True to the Back to the Future theme, natural movement is all the rage - using the body in ways that we would have done in primal times - pre gym times, rather than using isolating movements contrived through exercise equipment. Increasingly, High Intensity Interval Training focusing on resistance training rather than endurance is a

real positive especially for women who have formally shied away from resistance training.

Nutrition:

Such positive strides, again going back to a former way of eating, before high levels of processing were involved. Whether it's Paleo, Primal or simply non-processed, this is certainly the way forward. Also rejecting the focus on calories and low fat and embracing quality fats, high fibre and minimal sugars. We don't have much of a culture of fermented / live foods in the UK but thankfully there is now a real interest and far more availability of cultured foods.

Wellness Tourism:

NA

Wellness Communities or Real Estate:

NA

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Hard for me to comment, other than the field in which I am involved with ground breaking research in the role of the gut microbiome and its influence on genetic expression and brain health.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

The NHS and private health insurance providers not supporting the use natural health practices.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

I consider “well-being” more of an old fashion term that is not really about optimal health, just not being unwell. “Wellness” feels a lot more proactive and aspirational.

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