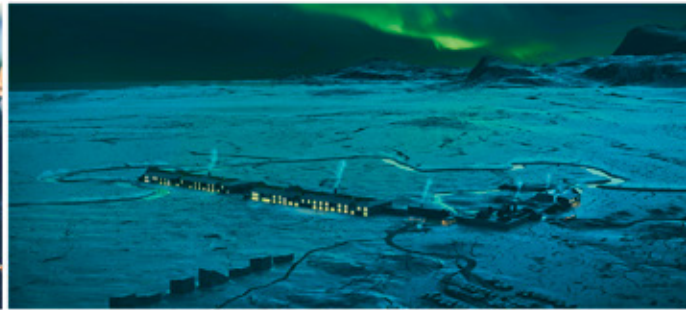




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2018

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TRENDS REPORT

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2018 Global Wellness Trends Report



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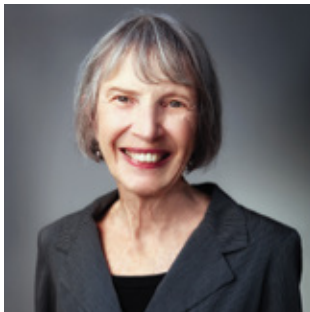
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PREFACE

2018 Global Wellness Trends Report

Each year, the Global Wellness Summit (GWS) identifies new trends that will have a meaningful impact on the \$3.7 trillion wellness industry. Significantly, this is the only wellness forecast that draws from the insights of the 600-plus executives who were delegates and presenters at the 2017 Global Wellness Summit. In addition, the GWS Forecast is the sole trends report based on the perspectives of renowned economists, medical and wellness professionals, academics, and leaders across all sectors of the wellness industry.

On the opening day of the Summit, the non-profit Global Wellness Institute launched “The Wellness Moonshot,” the first global commitment to achieve a world free of preventable disease. And in many ways, The Moonshot perfectly reflects this 2018 Wellness Trends Forecast. Each of the eight trends speaks to either entrepreneurial or personal wellness moonshots that push the health and wellness envelope in unprecedented ways. We predict that these very new directions in wellness will grow worldwide and become big businesses in the years ahead.

For instance, seemingly “out there” magic mushrooms show promise to treat depression and anxiety—and major academic institutions and Silicon Valley are stepping up research and investment. The wellness travel space, in very creative ways, is moving from experiential to truly emotional and transformative travel. Forward thinking medical professionals are looking at how

lifestyle habits during preconception—and the health of the father’s sperm—will impact a child’s health for a lifetime. The new Wellness Kitchen will (finally) become a reflection of our current wellness values and lifestyle, instead of serving as a relic of the past. Extreme wellness approaches, such as a surge in DNA/biomarker testing to create a hyper-personal health roadmap, are on the rise. And people are taking charge of air quality, a health crisis that governments have not addressed in meaningful ways. A new happiness science is identifying what we need to focus on in wellness, and in this year of female empowerment, a new feminist wellness is rapidly emerging.

As people worldwide embrace their own health and wellness destinies, these trends will continue to expand – and our own personal moonshots will become worthwhile goals in 2018 and beyond.



Whether “magic” or medicinal,
shrooms’ superpowers come to light.

TREND #1

Mushrooms Emerge from Underground

From more magic mushroom research, microdosing and retreats - to a profusion of superpower mushrooms infused in foods, drinks and beauty products

The 2017 Global Wellness Summit kicked off with a serious dose of...mushrooms.

Award-winning filmmaker Louie Schwartzberg's opening talk sneak-previewed his extraordinary new film on the unappreciated power of mushrooms: From their crucial role in Earth's ecosystem to the mounting medical evidence that they're uniquely effective human medicine. Largely hidden from our eyes (mushrooms only come to the surface to "fruit", i.e. spread their spores) the kingdom of fungi - neither vegetable or animal, but somewhere in between - is actually the largest set of organisms on the planet. A vast underground network (like the "Internet" of nature), mushrooms are Earth's main decomposers and their constant "munching" makes possible soil - and all plant, animal and human life. And while most westerners only toss a few white button mushrooms into their spaghetti sauce (unlike Asian cultures that embrace so many mushrooms as food and medicine), Schwartzberg detailed the surging medical evidence for so many mushroom breeds: From lion's mane's ability to regrow nerve cells and prevent dementia to strong evidence that turkey tail mushrooms help our immune system fight cancer.

Schwartzberg also analyzed the ancient history, and eye-opening new clinical evidence, for that most "underground" variety of all: Psychedelic magic shrooms, those 200 species containing psilocybin that alter the mind by forging new neural pathways in the brain. For thousands of years magic mushrooms were used in cultures worldwide: From the Ancient Greeks (yes, Plato and Socrates) to the Aztecs. And, in the 1960s, leading medical institutions like Harvard undertook studies indicating magic mushrooms' serious promise for things like depression and addiction. All of which came to a crashing, counterculture-fearing halt when many countries, like France (1966), the U.S. (1970), and the UK (2005) made them (and other psychedelics) highly illegal drugs, putting the kibosh on this important research for decades.

Well, now the research is again on fire, with dozens of studies coming out of top universities like Imperial College-London, NYU, UCLA, the University of Zurich, and Johns Hopkins (with its dedicated Psilocybin Research institute) on magic mushrooms' too-powerful-to-be-ignored impact on everything from nicotine and alcohol addiction, PTSD, headaches, OCD - and

especially depression and anxiety...often with a single dose, and with the positive effects lasting months. As Roland Griffiths, PhD, one of the top U.S. psychopharmacologists and lead psilocybin investigator at Johns Hopkins, put it,¹ “It’s a Rip Van Winkle effect—after three decades of no research, we’re rubbing the sleep from our eyes.” Important research is just ahead: Compass Pathways (with high-profile investors like Peter Thiel, Mike Novogratz and Christian Angermayer) is about to start major clinical trials testing magic mushrooms’ impact on depression in eight European countries in early 2018 – the largest clinical trial of psilocybin ever. Non-profit Usona is also in the development stages for new studies on psilocybin’s impact on depression and anxiety.

So, if Louie Schwartzberg’s opening presentation at the Summit on the unique “magic” that mushrooms deliver to our brains and bodies may have at first seemed far out, it’s anything but.

Because the rediscovery and creative uses of mushrooms – in mental wellness, as true superfoods, and in beauty products (...and more) - will be a top wellness trend in 2018 and beyond.

“Brain resetting” magic mushrooms will start to emerge from underground: more people will microdose them as creativity and brain boosters (a Silicon Valley “start-up” practice now spreading around the world). And, yes, magic mushroom retreats (like MycoMeditations) will keep popping up in places where legal (whether Jamaica or the Netherlands), where the “trip” gets combined with increasingly luxe wellness experiences. And we’ll see movement on the legalization front, making this magic mushroom “moment” reminiscent of the early days of the cannabis-as-wellness trend.

And as medical evidence also ramps up showing that non-magic mushrooms are magical for human health (with adaptogenic, anti-aging and other powers), we’ll see a new world of mushrooms like reishi, chaga, lion’s mane and cordyceps get worked into so many more foods and drinks, from coffee to chocolate - as well as a growing profusion of shrooms in beauty products. And on both the psychedelic and non-psychedelic fronts it’s a trend driven by new medical studies... how welcome in an era with so much “evidence-free” wellness.



Roland Griffiths, Professor in Psychiatry and Neurosciences at Johns Hopkins University, is one of the world's leading researchers investigating magic mushrooms' eye-opening impact on everything from depression to anxiety to nicotine addiction to end-of-life distress.



FUELING THE MAGIC MUSHROOMS TREND

More Medical Evidence - Psilocybin “Resets” the Brain

Johns Hopkins, University College (London) and NYU are the leaders now researching the wide-ranging effect of psilocybin, and a raft of studies show its positive impact on alcohol and nicotine addiction, OCD, depression, anxiety, and as powerful treatment for those facing end of life. What these conditions have in common, researchers argue, is that brain circuitry may have become “stamped in”, and what they’re finding is that a single dose of magic mushrooms seems to uniquely reset the brain...and not just during a trip but for months. Using brain-scanning tools (like fMRI) they’re discovering what happens to the brain on psilocybin. First, parts of the brain that are typically hyperactive (the ego or “orchestrating centers” that, say, make you worry) shut down.² At the same time, other brain regions that normally don’t communicate suddenly strike up conversations,³ eliciting new emotions, memories, wishes, etc. - essentially returning us to the state of a child (or long-term meditator). Which is why people report such a sense of connection with the world and other people and a new ability to see the “big picture.” And psychedelics knock down old brain patterns and jumpstart new ones by acting on the too-little-

studied serotonin 2A receptor (while commonly prescribed SSRIs only activate the serotonin 1A receptor).

As lead researcher Dr. Robin Carhart-Harris at Imperial College put it, magic mushrooms essentially “shake the snow globe” and benefit people that suffer from disorders involving excessively rigid patterns of thinking - as well as unlocking creativity.

This mechanism underpins why studies have been so exciting for:

Depression: A headline-grabbing 2017 Imperial College study⁴ revealed clear changes in brain activity and significantly reduced symptoms for treatment-resistant depressives lasting weeks after a single dosage. The findings proved so exciting that the researchers are undertaking more robust studies testing psilocybin against a leading antidepressant in 2018.

End-of-Life Distress: Many psilocybin studies focus on patients with a terminal cancer diagnosis to measure impact on end-of-life anxiety. The results: powerful⁵ - In NYU/Johns Hopkins studies 80% of cancer patients showed dramatic reductions in anxiety sustained seven months after a dose. Two-thirds of participants rated the magic mushroom experience as one of the top

Opposite page: Magic mushrooms retreats are rising, like pioneer MycoMeditations, with its week-long retreats on a private Jamaican bay, with lovely food, guided hikes, massages and evening by-the-fire group mushroom sessions.



Psilocybin sessions, which are about 7 hours in duration are conducted in aesthetic living-room like session rooms at Johns Hopkins. Participants are carefully screened and spend several hours with clinical staff in preparation for the session. During psilocybin sessions, participants are encouraged to lay on a couch, use eyeshades and headphones through which supportive music is played. Two trained session monitors are present throughout the session to provide social support or reassurance if needed. Chemically pure psilocybin is administered in a capsule the morning of the session.

five most spiritually significant experiences of their lives; a third ranked it #1. As Roland Griffiths at Johns Hopkins put it, “I don’t want to say mind-blowing...but to a scientist, that’s just incredible.”

Addiction: Studies reveal brain-resetting psilocybin’s impact on various addictions. One small study⁶ showed that after two psilocybin treatments 80% of long-term heavy smokers had still quit six months later, while another⁷ indicated that a couple of mushroom doses had a significant effect on reducing drinking at eight months for the alcohol-dependent.

Deepening Spiritual Life: Because mystical experiences are at the heart of most religions (Moses saw that burning bush...), NYU and Johns Hopkins are now studying⁸ clergy to investigate the neurobiology of both mushroom and religious experiences. And while the study isn’t yet published, the researchers report very similar brain states with

a psilocybin dose and what religious leaders have experienced at meditation retreats.

Improving Personality: While research has long indicated that after age 30 your personality is pretty much a done deal, studies⁹ show that a single psilocybin dose has a positive, maybe even permanent, effect on people’s personalities: Making them more open-hearted, creative and curious.

This new evidence is so unexpected that a year ago, nearly the entire issue¹⁰ of the *Journal of Psychopharmacology* was devoted to the impact of magic mushrooms (14 studies). Because many studies are small (true for most wellness studies that aren’t funded by the deep pockets of Big Pharma), the familiar chant is “more, larger, high quality studies are needed.” Agreed. But as Professor Craig Blinderman of Columbia University noted in his commentary in the *Journal of Psychopharmacology*, “If these

findings are confirmed in large randomized controlled studies...the classification of psilocybin as a Schedule 1 drug should be challenged, for this would represent a treatment unlike anything in psychiatry: a rapid sustained reduction in depression and anxiety with a single dose of a psychoactive compound.” Professors at Ivy League universities don’t often fling these kinds of statements around. The pace of research is seriously quickening in 2018, and it’s the research that will determine whether laws banning their use – and consumer attitudes – get a reset.

Safest Recreational Drug

The 2017 Global Drug Survey (examining data from over 50 countries) concluded that magic mushrooms are the safest recreational drug in the world: Dramatically less likely to require post-usage medical treatment than alcohol, LSD, cocaine or opioids like OxyContin. Studies also show that there are no significant abuse concerns: they’re non-addictive and non-toxic to the body’s organs. And while psilocybin’s effects are similar to LSD, it’s less strong and long lasting, and doesn’t carry the negative cultural baggage. And crucial to many wellness consumers: They’re natural, rather than concocted in a lab. However, very few would argue that this should be seen as license to “try a pile of shrooms at home” as the positive effects in clinical trials have much to do with correct dosage, setting and supervision.

Movement on Legal Front

The legal status of magic mushrooms varies complexly worldwide.¹¹The UN categorizes them as Schedule 1 drugs, and most countries regulate or prohibit them – but with much selective enforcement. However, they’re legal in countries like Spain, the Czech Republic, Jamaica, Costa Rica and Austria; and while technically illegal in the Netherlands, a loophole means the sale of “magic truffles” is rampant. Some interesting

legalization action is now underway: a measure to decriminalize them in California has cleared the first hurdle for the ballot in 2018, and there is a push to put them on the Oregon ballot in 2020 (for use in organized clinics, not at home). We know that with cannabis legalization where California went, so went much of the U.S. And when you wrap your mind around how fast and radically laws and attitudes toward cannabis have recently changed, you can see how a safe, evidence-backed psychoactive like magic mushrooms might soon see a similar legal and mindset shift.

EXAMPLES OF TREND

Microdosing: Straight Outta Silicon Valley

Microdosing psilocybin (and other psychedelics) means taking very small amounts (maybe 1/10th of a dose) every few days over several months. It doesn’t cause a consciousness-altering trip, but is designed to be large enough to affect thinking, creativity, problem solving, connection to others and anxiety. It’s all about cognitive enhancement – a biohacking of the brain – so it’s no surprise it was pioneered among Silicon Valley professionals, whether engineers or artists. Popularized by Ayelet Waldman’s 2017 book *A Really Good Day*, microdosing is now spreading around the world, attracting white-collar professional experimenters far beyond some “druggie” fringe.

Psilocybe azurescens: One of about 120 species of psilocybin-containing mushrooms. [Image by Paul Stamets] Psilocybin, in the form of these mushrooms, has been used for centuries, possibly millennia, within some cultures in structured manners for healing or religious purposes.





Alquimia Centre of Healing Arts in the Colombian jungle serves up serious education on Amazonian medicine through expert-led natural psychedelic experiences including magic mushrooms.

YouTube tutorials and Reddit groups on how to microdose mushrooms are spawning. Tech entrepreneur, Paul Austin, a professional microdosing coach, offers Skype consulting sessions and an online course through his website The Third Wave – and is building a Microdosing App that will track people's progress and experiences. And if no formal studies have analyzed the science behind microdosing, that will change in 2018 as UK-based nonprofit the Beckley Foundation undertakes the first research.

A New Kind of Wellness “Trip” - Magic Mushroom Retreats

It's striking that when a psychiatrist like Julie Holland imagines the future of psychedelic experiences¹² she envisions a place that's “a cross between a spa/retreat and a gym...where they can be experienced in a safe, supportive environment.” And it's a fitting model: an expert-led, sensory-focused retreat where a psychedelic “trip” happens within a wellness trip (as psilocybin, unlike cannabis, is hardly an everyday

drug). We've had Ayahuasca retreats in South America for years (and the media had delighted in chronicling these spiritual journeys favored by the hip and famous). But now all-inclusive magic mushroom retreats in countries where psilocybin is legal (like Jamaica, Costa Rica and Holland) are on the march and quickly getting more luxe.

MycoMeditations is a pioneer with weeklong retreats on a private Jamaican bay, with airport pickup, lovely food, guided hikes and massages, and evening by-the-fire-and-ocean group mushroom sessions. Last month MycoMeditations' founder and comedian Shane Mauss teamed up for a luxury mushroom retreat on the island. The exclusive Alquimia Centre of Healing Arts in the Colombian jungle (that accepts guests who receive one of their much-sought internships) serves up serious education on Amazonian medicine and enlightenment through expert-led natural psychedelic experiences like magic mushrooms. Paul Austin's The Third Wave has begun full-blown magic mushroom retreats in

Costa Rica, the British Virgin Islands, Jamaica and the Netherlands. Sites like OpenMindTrips.com aggregate psychedelic and mushroom retreats worldwide, and while there are far more heavier-dose ayahuasca retreats now, mushroom retreats are popping up everywhere from Ibiza to Bali. It's not "high" on every traveler's bucket list, but in an age where "the trippier the better" rules in wellness travel (we seek everything from shamans to crystal healing) mushroom retreat offerings will only evolve and expand.

Non-Psychedelic Shrooms Bloom in Food-as-Medicine & Beauty

Non-trippy mushrooms, which have played a starring role in traditional Eastern medicine for millennia (and are part of an everyday food-as-medicine philosophy in places like Japan, China and Russia), are now getting overdue global recognition as equally "magic" functional foods – and are wildly proliferating in foods, beverages and beauty products. Global Wellness Summit keynote speaker Dr. Andrew Weil in conversation¹³ at the conference noted that people outside Asia are finally grasping the "phenomenal" health benefits of so many kinds of mushrooms for medicinal purposes: "With such a great range—mainly Asian mushrooms—that enhance immunity, protect us from cancer and infections...and have all sorts of remarkable qualities."

The remarkable qualities of different mushroom varieties would be impossible to chronicle here: mushrooms contain polysaccharides and beta-glucans that jumpstart the immune system;

they're a massive natural source of Vitamin D; they stabilize blood sugar and fight inflammation. And some varieties, like reishi, cordyceps, chaga, lion's mane and maitake, are adaptogens (a concept buzzed about in earlier trends reports¹⁴), which means that they have a unique power to help our bodies resist the biological, chemical and emotional stressors that attack us every single day. And it's not just supermarket, but also beauty aisles that are experiencing a great mushroom invasion. They've long been a key component in Asian beauty products and now mushrooms are hitting global skincare, cosmetic and haircare lines for their unique powers: as super-hydrators, antioxidants that repair skin cells, collagen boosters and skin tone eveners.

New processes make it much easier to extract the active nutrients in mushrooms so they can be snuck into tonics, powders, bottled drinks, snack bars, chocolates, coffees, cocoas, teas, broths and oils. Yes, they're trendy: you can grab a mushroom latte from Melbourne to Miami. And we join other trends forecasters in spotlighting mushrooms as a fast-moving functional food and beauty ingredient (Whole Foods named them a top-ten food trend for 2018, MindBodyGreen for 2017). What's important is that this rediscovery of mushrooms-as-medicine is not only trendy...it has the virtue of being backed by evidence.

A view of the ceremonial space used for the Shamanic Diet and the Forest Retreat in Alquimia Centre of Healing Arts nested in Colombia. Image Source: www.alquimiahealingarts.com.





Mushrooms are skin superfoods and are blooming in beauty products - like Dr. Andrew Weil for Origins Mega Mushroom Collection, blending supershrooms like chaga and reishi.

FUELING THE TREND:

Mushrooms ARE Medicine

Mushrooms are at the root of many modern pharmaceuticals, from penicillin (that saved more human lives than any medication) to anticancer drugs. And evidence for their body and brain benefits just keeps mounting. Example: a new Penn State University study¹⁵ reveals that all mushrooms (but especially delicious wild ceps or porcini) are the #1 source of two important anti-aging antioxidants, ergothioneine and glutathione, that protect the body against cancer, coronary heart disease and Alzheimer's disease, while keeping the brain healthy. Researchers speculate that that's why countries like Italy and France (who eat more mushrooms) have much lower rates of neurodegenerative diseases like Alzheimer's and Parkinson's than countries like the U.S. Hitting Italian levels isn't hard: just 5 button mushrooms a day.

Plant-Based Diets Boom

While mushrooms aren't "plants" they're benefitting from one of the biggest global wellness trends: more people moving to less- or no-meat diets. Consider: The number of vegans in the UK skyrocketed 350% in the last decade, and 42% are aged 15-34.¹⁶ In the U.S., veganism jumped 500% since 2014.¹⁷

EXAMPLES OF TREND

Innovating Mushrooms in and as Food

Companies are busy developing technologies that infuse more mushroom-medicine into foods. M&S has developed Ireland-grown Active Health mushrooms with a 100% daily dose of Vitamin D and vitamin B5 to fight fatigue. MycoTechnology's new vegan mushroom protein PureTaste has raised \$35 million in funding (and a big investment from Kellogg) - a clear sign that innovating mushroom infusion into foods is going mainstream. The nutritionally complete food brand Soylent has launched Coffiest (a caffeinated alternative for the breakfast skipper) packed with vitamins and L-theanine, a stress-relieving, brain-enhancing nootropic derived from mushrooms.

Mushrooms Everywhere: From Powders to Coffee to Chocolate

Mushrooms - especially the stress-effect-fighting adaptogenic breeds like reishi, cordyceps, chaga and maitake - are being infused and brewed into everything imaginable.

Mushroom-mad company Four Sigmatic (brainchild of a Finnish chemist) serves up a whole range of adaptogenic mushroom-packed coffees and hot chocolates. Gaia Herbs recently rolled out a whole line of mushroom supplements

targeting everything from brain to liver health. Mushrooms are the star ingredients in Choice Organic Teas' Wellness Teas collection. And before you say "blech," companies are working overtime to make them delicious. Rebbl's reishi chocolate milk blends up cocoa and coconut milk with reishi, while Love Grace's new mocha drink whips up adaptogenic mushrooms with cold-brewed coffee, coconut milk, cacao and cinnamon. And yes, there's chocolate: both Freaky and Wild Alaska chocolate brands are infusing a host of healing mushrooms.

Mushroom Beauty

Many mushrooms are skin and hair superfoods so they're on the serious rise in beauty products. Chaga mushroom is a natural antioxidant and anti-irritant with zinc and melanin that helps repair skin cells and eliminates free radicals that cause wrinkles; Chinese cordyceps is known for creating cellular energy necessary for the skin's protective barrier; tremella mushrooms are prized for their anti-oxidant and deep hydrating benefits.

Too many products to name: Dr. Andrew Weil's "Mega-Mushroom Skin Relief Collection" blends chaga, reishi and more. Korean beauty companies have been pioneers in the use of mushrooms as a skin elixir, and tremella extract is found in K-beauty brands like Earth's Recipe lotions and potions. Makeup artist Charlotte Tilbury's products use shiitake mushrooms in

their ingredient "Fermiprotect" which appears in products like her Magic Foundation. Kerstin Florian's Correcting Brightening Facial Treatment is loaded with Chinese mushrooms to attack skin inflammation and hyperpigmentation - and there is an entire "Mushroom Collection" from Prana Spaceuticals. And more hair care is mushroom-powered, like ANUVA's Tonifying Shampoo with reishi or Beauty 4 Ashes' Maitake Healthy Hair Growth Shampoo.

More Shroom Foraging & Cuisine at Wellness Retreats

Foraging is of course a buzzword in the food and hotel industry: Not only do chefs handpick wild mushrooms and herbs, now more properties let guests experience that sense of place and nature with more mushroom foraging and unique mushroom cuisine. For instance, at Emerson Resort & Spa in upstate New York, guests can opt for summer "Mushroom Walk" packages where the local "Mushroom Man" leads them in mushroom foraging while educating them about each breed's healing powers. And at the amazing Stanford Inn (Mendocino Coast, California), the first vegan resort in North America, there's mushroom foraging experiences and a cool, ongoing "Medicinal Mushroom Breakfast" that not only serves up mushrooms on the plate it educates diners on their medicinal impact.

Mushroom-mad company Four Sigmatic (brainchild of a Finnish chemist) serves up a whole range of adaptogenic mushroom-packed coffees and hot chocolates.



THE FUTURE:

Mycelium, the invisible root network for mushrooms, is our Earth's oldest and largest organism, and a form of intelligence living right beneath our feet. As Louie Schwartzberg's new documentary (in post-production) argues, far too few people comprehend mushrooms' extraordinary potential uses because their story is just starting to get told. (Scientists estimate only 5% of the 1.5 million fungi species have been identified.) Now scientists argue¹⁸ that mushroom mycelium, because it's the planet's great decomposer (and can "munch" away hydrocarbons, oil, petroleum products, pesticides, etc.), could prove a future super-weapon in cleaning up toxic waste and offsetting global warming. Much experimentation with mushroom wellness is underway: Designers are making eco-friendly clothing out of fungi and working on how mushrooms could create the light, biodegradable homes of the future.¹⁹

A shift in mindset about magic mushrooms (and other natural psychedelics like ayahuasca) is underway. After decades of demonization that shut down medical research, studies just keep appearing that magic mushrooms may prove better than existing treatment for depression, anxiety and addiction – as well as having powers to improve creativity and personality. More, bigger, better-funded global studies are coming

in 2018, and it's the research that's spurring the new conversations about why they're classified as illegal Schedule 1 drugs in the first place. Concrete action is being taken, like pushes to get measures legalizing them on the ballot in California (2018) and Oregon (2020). No, they won't be legalized in the U.S. or most European countries this year (that happens when phase 3 clinical trials are completed and the drug is approved by the FDA and European Medicines Agency). And one issue to note: Because there's not a lot of crazy profit to be made (since psilocybin treatment is not addicting, very occasional, and results last months) it will be harder to get cha-ching-seeking Big Pharma behind development. But top researchers like Imperial College's Dr. Robin Carhart-Harris predict that psilocybin "could become legal medicine within the next five years."

As the microdosing trend among creative professionals (from San Francisco to Sweden) shows, wellness seekers often take matters into their own hands. The drugs people most seek always say so much about our current culture: With so much anxiety, depression and digital overload, people desperately seek a "brain reset," whether with shamans or sound baths. And the medical evidence indicates an actual "brain reset" is precisely what magic mushrooms deliver. Magic mushroom retreats, in nations where legal, will continue to pop up, and weave in more



“luxury wellness.” When you think about it, while professional/clinical guidance is key, the perfect-fit environment is not a cold, scary hospital but a type of spa/wellness retreat - where caring, professional support; immersion in nature; and safety, comfort and sensory exploration is already the brand.

While a very different psychoactive experience and smaller potential market, the magic mushroom trend now bears some resemblance to the early days of the now-raging cannabis-as-wellness trend. Who would have thunk even three years ago that there would now be glossy magazines devoted to the luxury “cannabis lifestyle” or that a fancy hotel like The Standard Hollywood would be putting a high-end cannabis boutique smack dab in the lobby? We’ve seen how legislation, and minds, can change lightning fast. And movement on the magic mushroom front is really quickening. Scientists at Sussex University have just created a drug-free virtual reality machine that simulates the experience of taking magic mushrooms (to understand altered states of consciousness), while a lead Johns Hopkins scientist has just released the best (science-based) playlist (think Bach, Vivaldi and Louis Armstrong’s “What a Wonderful World”...) for a mushroom trip.

As the medical evidence piles up that a whole spectrum of new-to-many “regular” mushrooms are magical for health, an explosion of mushrooms (from reishi to cordyceps) will get worked into many more functional foods and drinks. Just as a new profusion of shrooms – whether anti-oxidant chaga or tremella – will get infused into more beauty products. We predict that mushrooms will not be a superfood du jour.

Mushrooms can reset our consciousness and deliver unique medicine for our brains, body and planet. As Dr. Weil notes, “They fill niches for which we don’t have anything in western pharmacology.” We are just at the tip of the iceberg with this (far too long) underground force.

ENDNOTES

¹ For an important overview of magic mushroom research up until 2015, see *The New Yorker*, “The Trip Treatment Research into psychedelics, shut down for decades, is now yielding exciting results.” <https://www.newyorker.com/magazine/2015/02/09/trip-treatment>

² *PNAS*, “Neural Correlates of the Psychedelic State as Determined by fMRI Studies with Psilocybin,” 12/2011

³ *Journal of the Royal Society*, “Homological scaffolds of brain functional networks” 10/2014

⁴ See: *The Guardian*, “Magic Mushrooms Reboot Brain in Depressed People” 10/13/17

⁵ *Journal of Psychopharmacology*, “Psilocybin for anxiety and depression in cancer care?” 11/30/2016

⁶ *PubMed*: Nicotine dependence and psychological distress: outcomes and clinical implications in smoking cessation 9/2011

⁷ *The Lancet*, Psilocybin with psychological support for treatment-resistant depression, 7/2016

⁸ See: *The Washington Post*, “At Johns Hopkins Clergy Try Mind-Altering Drugs for Scientific Research” 7/24/17

⁹ See: *Live Science*, “‘Magic Mushrooms’ May Permanently Alter Personality” 9/29/11

¹⁰ See: <http://journals.sagepub.com/toc/jopa/30/12>

¹¹ See: Wikipedia - https://en.wikipedia.org/wiki/Legal_status_of_psilocybin_mushrooms

¹² *The New Yorker*, “The Trip Treatment: Research into psychedelics, shut down for decades, is now yielding exciting results.” 2/9/15

¹³ *Well+Good*, “3 Surprising THINGS DR. ANDREW WEIL IS OBSESSED WITH” 10/11/17

¹⁴ See: *Well+Good*, “Top Wellness Trends of 2017”

¹⁵ Penn State University, “Mushrooms are full of antioxidants that may have antiaging potential” 11/9/17

¹⁶ Vegan Society report, 2017

¹⁷ GlobalData “Top Trends in Prepared Foods in 2017” report

¹⁸ See: *International Business Times*, “How plastic-eating mushrooms could save the planet” 12/6/17

¹⁹ Example: *New Atlas*, “Mushroom sausages provide building material” 6/21/17

Part of the new transformational wellness travel trend is destinations casting guests as the hero of story-based wellness quests. With Iceland's The Red Mountain Resort concept, the spa experience is reimagined as pure saga and poetic fantasy: you experience the emotional and sensory voyage of an ancient Icelandic hero. Spa design: Johannes Torpe Studios; Photo credit: Ikonoform.



TREND #2

A New Era of Transformative Wellness Travel

Circuits, Sagas and Epic Storylines

Wellness is, by nature, a journey; a multi-chapter story; a lifelong physical, mental and spiritual seeking; a personal and emotional quest. So it's odd that even at the most fantastic wellness and spa destinations so many of the classes, treatments and experiences get served up piecemeal and disconnected: You enjoy that massage or meditation class and wonder, what now? Go back to the room or the pool? You've not been immersed in a true wellness "story" or journey...so you can get disengaged, even worse, bored.

Signs of change are underway, with a trend emerging. More wellness destinations are creating new concepts that cast the traveler-pilgrim in an immersive story or defining narrative: A multi-chapter wellness journey...an emotional, even theatrical, saga of transformation...a true circuit or "necklace" of linked experiences rather than the disconnected "beads" of traditional programming, amenities and itineraries. And it's taking cool new forms.

If the wellness resort experience has always been confined to a single property, in 2018 we will see the first multi-property – and story-based – wellness circuit with the launch of Six Senses Bhutan. And more circuit- and story-based concepts are coming from the brand in years ahead. New wellness destinations are casting guests as the heroine/hero of story-based wellness quests: Take Iceland's The Red Mountain

Resort concept - spa experience as pure saga and fantasy - where you experience the emotional and sensory voyage of an ancient Icelandic hero. And if busting spa treatments and fitness out of property walls into the great outdoors has been a massive trend, now spa/wellness experiences are even being reimagined as full-day circuits or safaris. Think: Trek through nature at sunrise, visit village artisans, meditate in a treehouse, and then move to ocean cliffs for hours of treatments. Spas have long adopted the language of the "journey" but with little actual journeying; now concepts are appearing befitting the term.

The specific ways that wellness destinations are starting to use the power of circuits, storylines, sagas and safaris tell the tale of this trend more than any abstract theorizing. But one clear future for wellness travel is experiences that wrap people up in a dramatic story or sense of theater, that can incite (using the powerful mechanisms of narrative and fantasy) that elusive, perspective-changing interior journey. In a few words, there are signs that a new era of transformative wellness travel is being invented.

And how to create more immersive wellness experiences that reach beyond "copy-and-paste" programming was the hot topic at the Global Wellness Summit's roundtable: "The Next Frontier in Spas, Hospitality and Travel."



In 2018, Six Senses Bhutan will launch the first multi-property, story-based, wellness circuit. Guests will journey across five lodges, and at each destination all experiences, from food to design to spa/wellness experiences, will be based on a powerful multi-chapter story.

FUELING THE TREND:

Wider Shift from Experiential to Transformative Travel

We've been living in a great age of "authentic" and "experiential" travel where even the most mainstream hotel brands aim to help travelers eat, live and spa like a local. Travel experts now argue that "transformational travel" is the evolutionary wave, which doesn't discard the focus on authentic experiences, but takes it to a deeper emotional level. Pure Life Experiences (one of the platforms, like Transformational Travel Collaborative, that has emerged to advocate for this new category) defines it as "travel products that challenge and inspire the sophisticated traveler on a deeply personal level, creating emotion through the powerful medium of storytelling..."

It's essentially an individual's self-reflective journey vs. the cold facts of an itinerary. An intensive dialogue with cultures and nature (with adventure, challenge, and even fear, operant) that changes you for the better, rather than merely "consuming" the natives' authentic products. Less Instagram-able brag-fest than exclusive soul experience.

Transformative journeys and story-steeped experiences are reaching wildly creative levels everywhere from the wider luxury travel world

to restaurants to retail. Consider the uber-extravagant, London-based transformative travel company Based on a True Story (BOATS) that wings travelers to far-flung destinations for theatrical adventures. Whether dancing under the stars on an uncharted island with tribes people or costumed actors and elaborate staging are often key following Cyclops across an ancient Greek landscape to duel mythical creatures or having a mermaid appear from under the sea with a magical box that takes you on a surprising island journey.

Immersive role-playing and narrative-driven adventure is hitting mainstream travel: Disney's Star Wars-themed, spaceship-like hotel coming to Orlando in 2019 will give every guest a storyline and costume at check-in – and you take part in missions and learn to drive a spacecraft with other Star Wars characters.

More restaurants are creating feast-theater, with multi-course meals set in extraordinary environments, and with waiter-actors and multi-sensory storylines. London's Ginger Line has guests forage for their dinner in a magic forest and board an aircraft for dessert; The Vaults (London) serves up many-chaptered feasts with eccentric performances. Retail brands are staging "product theater," like Glossier (NYC), which introduces its fragrance through



Five lodges from left to right: Bumthang Lodge at Six Senses Bhutan; Gangtey Lodge at Six Senses Bhutan; Paro Lodge at Six Senses Bhutan; Punakha Lodge at Six Senses Bhutan; Thimphu Lodge at Six Senses Bhutan Photo credit: Six Senses Hotels Resorts Spas.

an “olfactory journey” through the five senses inspired by “theatre, performance art and magic shows.” The one-upmanship in transformative travel experiences is being seriously upped, and wellness hospitality brands and destinations (whose very promise is transformation) are (smartly) starting to use new story-based and/or journey concepts to reenergize and reframe the health and wellness quest.

EXAMPLES BEST CAPTURE THE THRUST OF THIS TREND

First Epic Circuit from a Wellness Travel Brand: Six Senses

Wellness travel is increasingly dominated by curated, customized small group tours over fixed destinations. Hundreds (and hundreds) of journey-based wellness trips aiming to spark personal transformation through collisions with new cultures, wellness approaches and nature happen every year. Whether Shakti Kumaon’s jaw-dropping, mind-opening walking tours through the Himalayas with everything from stays in ancient village houses to organic meals and yoga set in pine forests to Puakai Healing’s spiritual journeys through Peru’s Sacred Valley with pilgrimages to ancient Incan sites, amazing yoga and fire ceremonies.

But 2018 will see a bold first for a hospitality brand with a focus on wellness: The first multi-lodge wellness circuit with the launch of Six Senses Bhutan. Guests will journey across five lodges, and at each destination all the experiences (from design to food to spa/wellness experiences) will be based on a powerful multi-chapter story: Five key pillars of Bhutan’s unique “Gross National Happiness Index.” Bhutan, that ancient Himalayan kingdom of unspoiled nature, culture and spirituality is actually more forward thinking than the rest of us, with national policy based on formal principles of happiness for its citizens rather than gross domestic product. Six Senses Bhutan guests will take an “amazing journey” across dramatically diverse topographies, climate zones and cultural areas as they move across these five intimate inns (82 rooms total) – from Paro to Thimphu to Punakha to Gangtey to Bumthang. And if we used the metaphor of a “necklace” of wellness experiences (rather than disconnected beads) above to describe this new direction in wellness travel, Six Senses Bhutan will actually deploy bracelets. Each guest will mark their physical, mental and spiritual journey by adding charms to a bracelet given at the start of their quest – and when they arrive at each destination they will receive a card where they set their intentions for that specific aspect of happiness.

The journey begins in Paro (near the cliffside Tiger's Nest) where guests are immersed in the "happiness pillar" of education and community, experiencing everything from retreat caves to Bhutanese folklore to sound healing. Moving to Thimphu (the capital) they dive into physical health, going deep into Six Senses' rich health/wellness offerings. At Punakha, the rice farming region, it's all about time and sleep: From sleep education to all-sleep-focused spa (foot, cranial and hand) treatments. At Gangtey/Phorjikha, a rural time warp, it's immersion in mental well-being: From meditation to the Ayurvedic practice of Swedana (herbs, herbs, herbs). At Bumthang, with its extraordinary ancient monasteries, the focus is on culture: From painting to archery to a spa alchemy bar where guests concoct their own treatments.

So many brilliant aspects: An entirely unique, narrative-based wellness pilgrimage immersing travelers – chapter by chapter - in Bhutanese values and culture...A "shepherding" model that allows a wellness travel company to bring people to strange-to-them locations with peace of mind (and no one wants to see the inside of one luxury resort's walls in an exotic new nation)...It keeps the traveler in the brand as they journey...And with

all transport cared for and no baggage lugging, it's a stress-free trip.

Anna Bjurstam, VP of Spas & Wellness at Six Senses and Global Wellness Summit Board Member, informs us that at least three circuit-based properties are now in development for Six Senses (two cannot yet be named.) But one is headed to Morocco where they're renovating ancient kasbahs (Moroccan forts), and where at each kasbah-inn guests will be completely immersed in a crucial aspect of Moroccan culture: From Bedouin history to the Hammam ritual.

"We know people want far more immersive journeys and experiences, particularly wellness travelers: those transformative epiphanies that come from stepping into a story larger than themselves," said Bjurstam. "While Six Senses is heading in several new directions (like our concentration on urban wellness retreats in NYC, etc.), a focus on multi-property wellness circuits will be a much bigger priority for us going forward."

Recently named "top hotel brand in the world" by *Travel & Leisure*, Six Senses is always ahead of the "now" when it comes to wellness travel.

At The Red Mountain Resort planned in Iceland, spa guests follow the journey of the ancient Icelandic hero, half-man/half-troll Bárður Snæfellsás, who renounced the world of humans in favor of peace inside a glacier. Photo credit: Johannes Torpe Studios.





Travel through five intense emotional states: contemplation, exposure, confrontation, clarity and enlightenment – each one expressed through a dramatic shift in Icelandic nature, replete with fire baths, rain curtains and pitch black slides. Photo credit: Johannes Torpe Studios.

You're the Hero of a Wellness Saga

More wellness/spa destinations will (and should) inject more theater and fantasy into wellness experiences to create epic-level sagas that can fire up emotion (the only path to transformation). The vast The Red Mountain Resort under development north of Reykjavik, Iceland is a stunning example. The proposed resort, with its dramatic, nature-intermingling architecture rising out of the wild, craggy volcanic landscape, signals immediately that you've entered an otherworldly and mystical place.

The centerpiece is an enormous spa, which takes the Icelandic medieval saga of Bárður Snæfellsás as its muse. The half-man/half-troll Bárður renounced the world of humans in favor of solitude and peace inside a glacier, and the multi-sensory spa journey casts guests as the protagonist in his heroic voyage. They travel through five intense emotional states: Contemplation, exposure, confrontation, clarity

and enlightenment, each one expressed through a dramatic shift in Icelandic nature, replete with wind tunnels, fire baths, rain curtains, ice pools and pitch black slides. In the original saga, every time Bárður experiences an emotional change fog appears – just as it will when one enters a new “emotional zone” in the spa.

The world of gaming or Games of Thrones is palpable here, but it's poetically, glamorously minimalist. This is not an orthodox nod to cultural or wellness “authenticity” but is, as architect Johannes Torpe put it, “A world that stimulates your senses in ways everyday life doesn't have the capacity to do...in a slightly exaggerated way.” Fear, surprise and challenge are in play, not the usual “comfort zones” of spa. And the goal of this saga-based wellness quest is transformation through an imaginative journey (so it's no surprise they plan a creative center for artists in residence.)



The spa experience at Nihi Sumba Island, Indonesia, is an all-day circuit or “safari,” with hikes, visits to local villages, and unlimited spa therapies.

50-Minute Treatment? – No, a Wandering Spa Safari

If they’ve had access to nature, wellness resorts have been breaking fitness out of the gym and treatments out of the spa walls for years. There are countless examples, like moon-bath massages under the stars or floating on water at Spa Village Resort Tembok in Bali. And now the spa experience is being rethought as an even more immersive all-day circuit or “safari.” At Nihi on Sumba Island, Indonesia (the luxury-adventure-surfing-philanthropic resort vision of fashion billionaire Chris Burch voted the world’s best hotel by *Travel & Leisure* readers), their NihiOka Spa Safari serves up a true wellness journey.

A small group sets off in early morning for a 90-minute hike across jungles and rice paddies, stopping at a traditional village to meet locals and explore their arts and crafts. A healthy breakfast (and later lunch) is then served in open-air bales hanging over the ocean. Guests are then taken to their private cliffside room where they can intersperse swims at the private beach and pool

with unlimited spa therapies – whether long massages, scrubs, reflexology or facials...at their pace until they are sated. At sunset you head back to the resort in open-air vehicles. This unlimited approach to spa treatments doesn’t have you tick-tick-ticking down the minutes and cost of treatments – always a real happiness killer. (And the day rate for the full safari, around \$345 per person, isn’t much more than a long massage at a fancy hotel).

The demand has been so strong that Nihi just added an overnight spa safari. And while not strictly a “story-driven” journey, we predict more wellness resorts will reimagine their spa experience as an active (not passive) adventure across nature with more unexpected experiences: Mixing up fitness, connection with nature, local cultural immersion, and healthy food...with treatments, to create a more immersive necklace (or circuit) of experiences - again not those scattered beads of “treatments” and “classes.”

“Story” Immersion: More Theater, Performance, Music & Art Mixed with Wellness

If transformative travel “creates emotion through the powerful medium of storytelling”, a clear trend in wellness travel is more “storytelling” getting blended with wellness experiences. I.e. not only more performance, music, art and literature getting served up at wellness destinations, but now the “wellness” and the art/performance even happening together - like soaking in hot springs while taking in a play or meditating in the galleries of art museums. Last year we named “more arts and creativity at wellness destinations” a top trend, but trends don’t have an annual expiration date, and this one only gets more forceful and creative.

At the just-opened Amanyangyun near Shanghai (an incredible conservation project that relocated/restored an entire ancient Chinese village and forest) the resort’s vision is equal parts arts/culture and wellness. It’s centerpiece is a cultural pavilion recreating the 17th-century “scholars’ studios” of China: A place to learn, contemplate and practice traditional arts like calligraphy and painting - or watch one of their frequent Kunqu Opera performances. At their Cultural Discovery Centre for children, kids spend their days experiencing Chinese shadow puppet shows and tea ceremonies and making Chinese lanterns and pottery - with yoga and spa treatments on offer).

The new twist: arts/culture and wellness being taken together. The dramatic expansion underway at Australia’s famed Peninsula Hot Springs will

rewrite what it means to be simultaneously “immersed” in performance and spa. The destination will revolve around an arts and culture area featuring a large amphitheater where hundreds of people can watch plays, concerts and talks - while seven pools with underwater speakers (the Amphitheatre Bathing Bowl) will let people to float in the hot springs while experiencing the music and performances. Founder Charles Davidson notes,¹ “Many of our experiences are story-driven...places where guests can be engaged in the experience...the Amphitheatre Bathing Bowl (is a) unique, open-air space for arts, culture, relaxation, health and wellbeing.” And at the vast, architecturally stunning Lofoten Opera Hotel now being built in Norway, a huge amphitheater will also be combined with seawater bathing and spa-ing.

To flip the art and wellness equation, *The New York Times* recently reported² on how museums are busy incorporating wellness by offering experiences like yoga and meditation that reflect and deepen the experience of their collections. Whether the Metropolitan Museum of Art recently holding (sold-out) workouts taught by professional dancers that explored two miles of art across the museum or the arts-of-the-Himalayas-focused Rubin Museum (NYC) that lets people practice mindful meditation while contemplating art objects or Global Wellness Summit keynote speaker Agapi Stassinopoulos leading guided meditation at MOMA on their “quiet mornings.”

At the brand-new Amanyangyun near Shanghai (a conservation project that relocated an ancient Chinese village and forest), the resort vision is equal parts arts/culture and wellness. It’s centerpiece: a cultural pavilion recreating the 17th-century “scholars’ studios” of China, where guests practice traditional arts like calligraphy and painting and watch frequent Kunqu Opera.





In their Summit keynote, Well+Good founders, Alexia Brue and Melisse Gelula, noted that millennials seek elevated experiences that build on their daily wellness practices but don't replicate them. Photo credit: Capehart.

THE FUTURE:

This trend focuses on new story-driven, multi-property wellness circuits - new experiences that cast people as the fearless protagonist in a dramatic wellness quest - and the expansion of the spa experience into a long, nature-roaming journey...All with the goal of creating more transformative experiences at wellness destinations. But there is certainly a much wider world of immersive wellness travel programming now happening beyond these concepts, and some covered elsewhere in our trends reports. We have destinations that get people training as fiercely as an Olympic athlete or offering the intense mind-over-matter, ice braving Wim Hof method (See: "Extreme Wellness" trend); We have magic mushroom retreats letting people experiment with some brain transformation or those that let people partake in one of last year's trends, Sauna Aufguss, which reimagines sauna-going as pure theater, with musical and theatrical performances.

There is no way to engineer a universally "transformative" wellness travel experience: transformation is both elusive and personal. But

if wellness over the last decades has become too egocentric - too often a narrow focus on me, me, me and my betterment and beauty - we predict that wellness concepts that get people out of their heads and ego (not more into them) will rise. Because the path to self-actualization means getting off the well worn, rutted road of endless obsession with self. That's why we think models that use mechanisms of fantasy and theater or role-playing and "wellness avatars" will rise, because they switch on people's imagination and cast them in a bigger-than-me saga. It's hardly "authentic," but just consider the current craze for "training like a mermaid."

People want life-changing wellness journeys, not disconnected programs, classes and treatments - and that's why Six Senses' new multi-lodge wellness circuits, as well as spa experiences reimagined as in-nature, multi-chapter adventures, should flourish. These moves speak to a key Summit roundtable topic: How single destinations (or single brands) need to inject more elements of the independently curated wellness retreat/journey into their experiences.

Millennials (and even younger generations) will help drive these new directions in wellness travel. As Well+Good founders, Alexia Brue and Melisse Gelula, argued in their Summit keynote, millennials are radically disrupting the category. Because they incorporate wellness into everyday life (and you can grab that meditation class or turmeric tonic just about anywhere now), what they seek in healthy getaways are elevated experiences that may build on their daily practices but don't replicate them. They want new wellness "lights" switched on, and that's one reason why we need - and will see - more "new ancients." There are so many potential wellness "stories" and sagas, so many wellness traditions across the world (beyond the pan-Asian standard fare at so many wellness destinations) that could be meaningfully explored. We need more journeys through Bhutanese happiness principles or ones based on strange Icelandic sagas. And more wellness destinations exploring "new ancients" are coming in 2018, like the much-anticipated opening in May of Euphoria Retreat, set near the Byzantine town of Mystras in Greece, and where it's about personal transformation via ancient Greek wellness and philosophies.

Transformative travel is the current "it" concept and you can bet it will be overused and misapplied. But with wellness travel growing so fast and the space so increasingly competitive, creative experiments that can better immerse the traveler-heroine in a powerful story or narrative, or that take her on a multi-chapter wellness journey, are much needed. We needn't worry too much about transformation-washing because people will know it when they experience it...or not.

The successful wellness destinations of the future will put as much thought into engaging people's emotions as they do evidence-based healing. As Summit roundtable participant and W and Departures Editor, Sandra Ballentine, put it, "What I want from a wellness resort or spa experience is true transformation. If I don't cry, it's not been worthwhile to me." And to "cry" we would add laugh, or fear, or fantasize...

ENDNOTES

¹ *Spa Business*, "Details for Peninsula Hot Springs Expansion Revealed" 10/30/17

² *The New York Times*, "Namaste, Museumgoers" 11/22/17



It's time to acknowledge that it takes two people to make a baby. The health of the sperm when conception occurs, as well as the father's lifestyle during the pregnancy and after birth, is as important as the mother's ovum and lifestyle.

TREND #3

Reframing The First 1,000 Days

Pre-conception & paternity enter the health equation

First, let's do the math. "The first 1,000 days" traditionally refers to 270 days of pregnancy, plus the first two years of a child's life (730 days). However, this trend report also looks at the health and lifestyle of the mother and the father during the six months (180 days) before they conceive a baby. It all adds up to 1,180 days— and a new way of looking at the factors that determine our future health.

For decades, medical researchers have studied how a mother's lifestyle, such as what she eats and drinks during pregnancy, can impact the health of her child. The negative effect of toxic substances on the developing baby, such as alcohol, nicotine, drugs, and environmental toxins, have also received ample attention. In addition, researchers have examined how diet affects the nutritional quality of a mother's breast milk. And there have been numerous studies that link nutrition in infancy and early childhood to

differences in health outcomes, both in the short and long term.² There has even been a range of studies on how touching—or lack of touching—can affect a baby's development.

The medical evidence gleaned from this research has informed the advice given by medical doctors and wellness professionals to mothers for many years.

However, the impact of the parents' lifestyle on a baby's long-term health and intellectual development during the pre-conception period has received far less attention. In addition, in a mom-centric world, the health of the father's sperm—and his part in creating a supportive and healthy environment – has been, for all practical purposes, ignored. Given that so many people write and speak about the importance of disease prevention, the absence of looking at health and wellness during the pre-conception period and the role of the father is notable.

BEGIN AT THE BEGINNING...AND BEFORE

However, a new perspective was on the agenda at the 2017 Global Wellness Summit. Dr. Sergio Pecorelli, MD, PhD, an academic and surgeon at the University of Brescia Italy, challenged delegates to look before the traditional 1,000 days and recognize that the health of both parents during the pre-conception period, including their emotional wellness, can impact their child's health for a lifetime. In other words: It's time to acknowledge that it takes two people to make a baby, and the health of the sperm when conception occurs, as well as the father's lifestyle during the pregnancy and beyond, is as important as the mother's ovum and lifestyle.

This new trend puts sharp focus on the role of epigenetics, which is the study of changes in gene function that can be inherited but do not change the underlying DNA sequence. We also explore how environmental and lifestyle factors, along with emotional and social stresses, can alter

a baby's development during pre-conception, pregnancy and the first two years.

In other words, the world is finally recognizing how lifestyle choices can help or harm the genomes and health of an individual for his or her lifetime.

The trend also examines how parents are turning to the same wellness therapies and techniques that have improved their own lives, in order to add wellness to their children's formative years. Equipped with more knowledge and resources than in the past, these wellness-focused moms and dads recognize that they can set the stage for a healthier life by teaching their children healthy habits at an early age.

It's not surprising, that this new trend is also becoming a booming industry. Healthy treatments and programs, from baby yoga classes to organic baby food to relaxing "baby moon" pre-conception getaways, will be a growth factor in spa and wellness for years to come.

Parents can set the stage for a healthier life by teaching their children healthy habits at an early age.



Dr. Sergio Pecorelli, MD and PhD, challenged delegates at the 2017 Summit to look before the traditional 1,000 days and recognize that the health of both parents during the pre-conception period, including emotional wellness, can impact their child's health for a lifetime.



FUELING THE TREND

- There is increased awareness that non-communicable chronic disease, such as diabetes and heart conditions, is responsible for 99% of all disease and that preventative measures, including exercise, nutrition, massage, and meditation, can be the most powerful antidotes to ill health.
- Discussing emotional wellness and mental health is less taboo. There is greater recognition that a mother and father's stress levels—along with conditions like anxiety and depression during pre-conception, pregnancy and after the birth can negatively impact a baby's physical health for a lifetime. For instance, a stressful environment can cause lasting health problems in a child, such as attention deficit issues, depression, anxiety, and ADS.
- Telomeres are the protective caps of our chromosomes and a window to overall health. Elizabeth Blackburn, AC FRS FAA FRSN, compares telomeres to the plastic tip at the end of a shoelace. Blackburn co-discovered telomerase, an enzyme that can add DNA to the ends of chromosomes to slow, prevent and partially reverse the shortening. In an article in *The Guardian*, she points out that managing chronic stress, exercising, eating better and getting enough sleep can maintain telomere health.³ For this study, Blackburn was awarded the 2009 Nobel Prize in Physiology or Medicine, sharing it with Carol W. Greider and Jack W. Szostak.

In 2017, Dr. Elissa Epel, PhD, a professor at the University of California, San Francisco, School of Medicine, co-authored “The Telomere Effect: The New Science of Living Younger Longer” with Elizabeth Blackburn. Epel spoke at the 2017 Global Wellness Summit on the future of telomeres.

Since the initial study, there has been a dramatic increase in telomere testing and more recognition of the wide-ranging health implications of telomere length. In fact, telomere-testing companies are airing commercials on mainstream television.

For example, a study of 100,000 patients, conducted by Kaiser Permanente, the University of California, San Francisco, and National Institutes of Health, found that subjects with short telomeres had a significantly higher risk of death in the three-year, follow-up period, and that behaviors like smoking and heavy alcohol consumption were associated with shorter telomeres, while moderate exercise was linked with longer ones. While this study was conducted with adults, there are obvious implications for children and babies.

- If a mother has an unhealthy diet, the quality of her breast milk may not contain sufficient protein and other essential nutrients. Researchers are now taking a fresh look at how the mother's nutrition, along with environmental toxins such as air pollution, can impact the term of her pregnancy as well as her child's development.

- The explosion of “mommy” (and daddy) blogs, along with parenting websites devoted to pregnancy and raising healthy children, has created an army of informed, connected, wellness-savvy parents open to new ideas. It is also fair to say that there is a good deal of misinformation on the Internet, given the number of blogs and “experts.” Therefore, medical evidence for wellness modalities, such as the studies archived on WellnessEvidence.com, are becoming a crucial tool.

ASPECTS OF THE TREND

Pre-Conception: The Months Before Pregnancy: 180 Days

As mentioned earlier, during his presentation at the 2017 Summit, Dr. Pecorelli made a strong case that disease prevention begins before a baby is conceived. “We don’t know the moment when people will decide or not decide to have a baby—this can last 20 years or 20 minutes! However, we do know that the father’s spermatozoa lasts 90 days within the testes. And in those 90 days a lot of things can happen.”

The science of epigenetics explains why a healthy lifestyle is important during this period. According to *Clinical Epigenetic*,⁴ while epigenetic change is a natural occurrence influenced by factors such as age, the environment, lifestyle, and existing diseases also play a part. In other words, lifestyle choices can help or harm the genomes and health of an individual for his or her lifetime.

Many researchers also believe these environmental agents or experiences influence human heredity, and these modifications to genomes can be transmitted to offspring. It is startling to realize that “.... susceptibility to common diseases appearing during a lifetime can be the result of a gene-environment interaction that occurred in one parent of a subject, not in the subject himself.”⁵

For example, it is possible that both paternal and maternal obesity could contribute to the inheritance of an obesity syndrome in their offspring. Obese fathers could transmit epigenetic markers on genes that regulate brain

development and appetite control that could predispose a child to obesity.

In summary, exercise, a healthy diet, sleep, and meditation can be an effective therapeutic strategy to prevent dysfunctional epigenetic programming. But an unhealthy lifestyle could affect the epigenome of reproductive cells and have an unprecedented effect on the health of future generations, thus influencing the offspring’s health and disease risk.

Other medical experts at the 2017 Summit, including Dr. Andrew Weil, Dr. Dean Ornish, Dr. Kenneth Pelletier, and Dr. Michael Roizen, underscored this thesis.

And Paul Limburg, M.D., a gastroenterologist at the Mayo Clinic and member of the 2017 Global Wellness Summit DNA and Biomarker Panel, noted, “...while a person’s genetic blueprint is fixed, gene expression is influenced by multiple different factors, including epigenetics, and the expression of that gene can change dramatically based on the factors that (were) mentioned.”

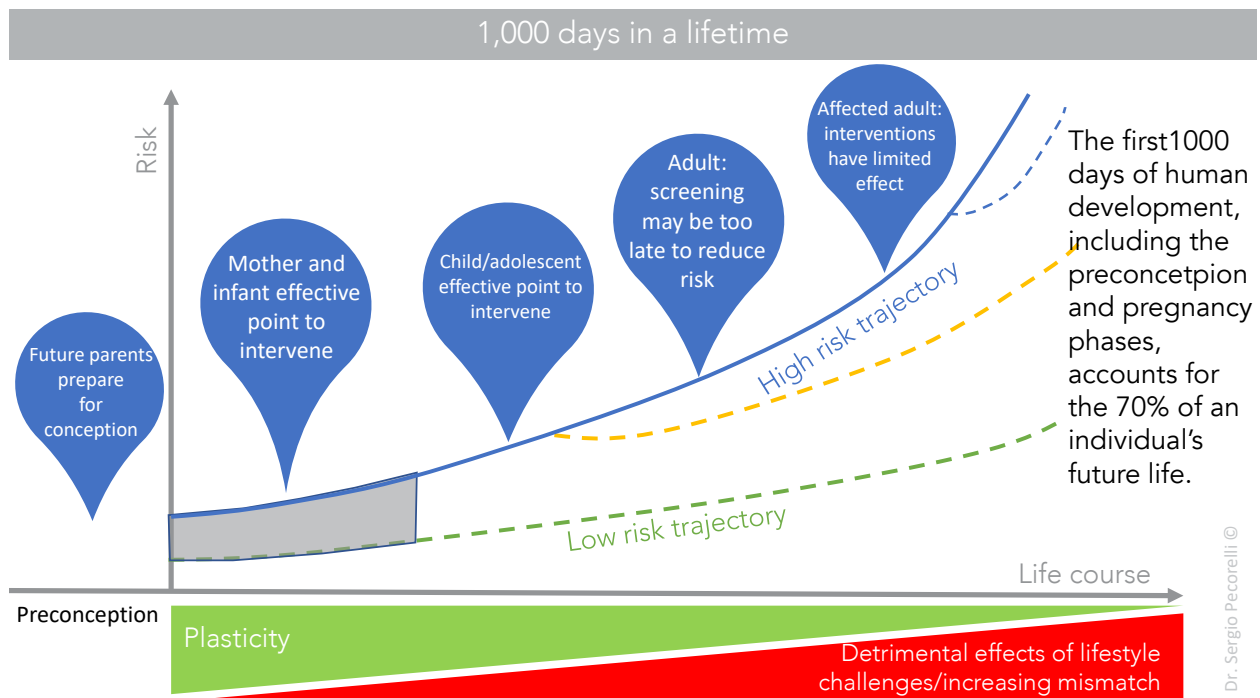
Pregnancy: 270 Days

Nearly every woman who sees a health professional during her pregnancy is told to “eat healthy, exercise, and avoid smoking and alcohol.” The idea is to prevent harm to the baby and protect the mother’s health. But what part does the father play? Is his job done when his sperm fertilizes the egg? Or do his diet and lifestyle choices continue to be important? And can trauma that occurs during pregnancy—or even during childhood—be transmitted to offspring?

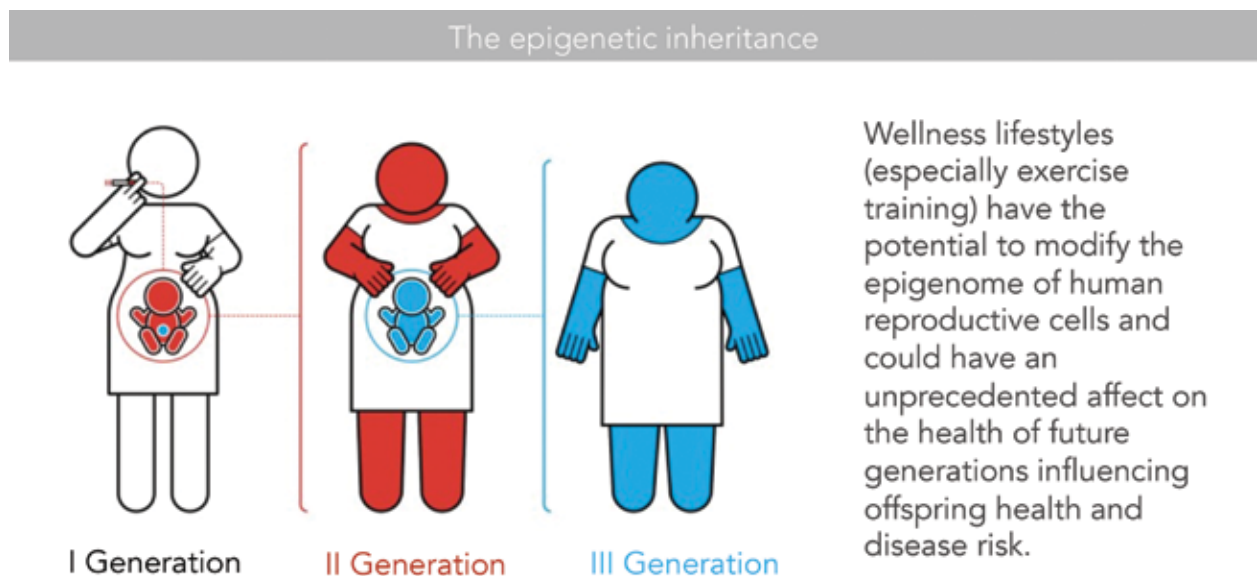
Foods that moms and dads eat before conception, and what the family eats during pregnancy, can impact the child’s health for a lifetime and for generations to come. This is an even more serious concern in a world where an estimated 795 million people do not have enough food to lead a healthy active life (about one in nine people on earth).

A Closer Look at Stress

As the audience for parenting websites and blogs continue to grow, editors have developed unique



The first days of human development, including pre-conception and pregnancy, account for 70% of the individual's future health. Source: GWS Presentation by Dr. Sergio Pecorelli, MD, PhD October 2017.



A healthy lifestyle during pre-conception, pregnancy, and infancy can prevent disease. Source: GWS Presentation by Dr. Sergio Pecorelli, MD, PhD, October 2017.

insights into the concerns of a new generation of parents. Danielle Campoamor of Romper.com, a website for millennial moms, reports that the number of women who want to discuss emotional issues, such as depression, is rapidly increasing.

“A parent can be stressed for all kinds of reasons: financial, lack of support or healthcare, depression, or job-related. Too often the parents’ emotional and mental health are overlooked, and the child can suffer as well.”

Campoamor notes that mental wellness issues can develop anytime before, during, or after a pregnancy, and lack of support from the father (or other family members) can often be a factor. “It’s popular to say: ‘It takes a village to raise a child,’ but until systematic support is available on a cultural level, moms are too often on their own.”

The New York Times reports that a new study of 46,877 Finnish children found “...daughters of women exposed to childhood trauma are at increased risk for serious psychiatric disorders.” The study’s lead author, Torsten Santavirta, an associate professor of economics at Uppsala University, said, “The most important takeaway is that childhood trauma can be passed on to offspring.”⁶

The March of Dimes also cautions that too much stress during pregnancy can impact the baby’s health and lead to conditions like high blood pressure, which can cause premature weight. That stress can cause development problems, such as attention deficit issues and anxiety.

The Telomere Tie-In

In her keynote presentation at the 2017 Global Wellness Summit, Elisa Epela, PhD affirmed that there has been a dramatic increase in telomere testing and more awareness of the wide-ranging health implications of telomere length.

“Pregnancy and childhood are critical periods that shape our telomeres and rate of cell aging for life...and pregnancy will be a huge window into public health programs of the future. Childhood adversity, and during especially pregnancy, leave scars on telomeres and can have lasting effects on

the mother’s health as well as her offspring’s.”

This is where dads and the broader society come in. Dr. Pecorelli reminds us that environment can mean a number of things: our own lifestyle, who we live with, and social stressors. “These stressors include the life we live with our family, the life we live with our partner, the life we live with our children, and the life we live in the place we work. Any of those could be stressful.”

And stress can lead to harmful epigenetic changes that can be passed to our children.

Infancy to Two Years: 730 Days

Thanks to those aforementioned blogs, websites, generations of articles on child-raising, and lots of good old-fashioned advice from friends and family, people around the world know that it is important to feed their children healthy food, help them learn how to manage stress, and encourage exercise. And if we are fortunate, we have the means and time to do so. Much has been written about the benefits of wellness practices but three mini-trends stand out.

The Organic Trend Keeps Trending

There is an explosion in the global demand for organic foods, grass fed beef and cage-free eggs. Therefore, it’s not surprising that parents are concerned about feeding their babies produce that contains pesticides and meat, poultry, and dairy containing antibiotics—not to mention high sodium, high sugar, and high fat junk food. This concern is spreading to the \$55 billion global baby food market (dominated by mega-food giants) and there is a growing demand for affordable organic baby food that is not processed with chemicals and preservatives.⁷

One example is Little Spoon, an organic, baby food company with a tagline that states, “Your baby food shouldn’t be older than your baby.” Hipp Organics in the United Kingdom is another example of the vast number of boutique brands marketing organic baby foods. And the big retailers, such as Gerber’s, UK-based Planet Organic, and U.S.-based Whole Foods have all jumped on the organic baby food bandwagon, contributing to a global market that is forecast

to reach \$11.1 billion by 2023, growing at a rate of 10.6% compound annual growth rate during the forecast period.⁸

In Europe and other parts of the world, a more natural food supply is readily available for adults and children. However as the global marketing of “fast” and processed foods continues to explode – think McDonald’s “Golden Arches” brand in China – demand for organic food retailers will continue to trend.

Healthy Guts: Baby Sized

Gut health has attracted the attention of wellness-minded consumers, so it is not surprising that probiotics designed for infants are also gaining in popularity. Proponents say a baby’s intestines needs a proper balance of beneficial bacteria and yeast and that these microflora play an important role in combating pathogenic viruses and bacteria. Microflora are also said to help babies digest milk and develop a healthy “gut,” avoiding allergies and more serious developmental disorders.⁹ Yogurt with probiotics is a popular food for young children, and many baby cereals are now fortified with probiotics to support digestive system health.

The Power of Massage

A report published on MarchOfDimes.org explains that preterm birth is now the single most important cause of neonatal deaths (babies under 28 days) and the second leading cause of death in children under age five. The data is based on estimates in 184 countries, which were aggregated by Born Too Soon. A number of factors contribute to premature births, including air pollution. (India and China have the highest number of pre-term

births.) But the good news is that in controlled studies conducted around the world, there is greater weight gain in preterm newborns that received moderate pressure massage therapy.¹⁰

Tiffany Field, PhD, Director of the Touch Institute at the University of Miami, pioneered the science of touch. She explained her groundbreaking study on the use of massage on premature babies to delegates at the 2017 Summit.

“Our research—and the research of hundreds around the world—found that if you massage premature babies twice a day, for 10 days, they will gain 47% more weight and be discharged from the hospital six days earlier. The cost benefit analysis, shows \$4.8 trillion savings in hospital costs.”

In addition, a study conducted by a research team at the University of British Columbia, Canada, showed that the amount of contact received by babies can affect them at the molecular level, and these effects can last for years. According to the study, which was published in *Development and Psychopathology*¹¹, babies who received less physical contact and are more distressed at a young age may experience epigenetic changes that affect gene expression.¹²

Parents are also turning to massage for babies with normal birth weights, as well as toddlers. Publications like *Parents Magazine* provide complete instructions. In a related article, Field explains massage stimulates the babies’ central nervous systems and causes their brains to produce more serotonin, a feel-good chemical, and less cortisol, which is related to stress.



A landmark study by Tiffany Field, PhD, demonstrated that preterm newborns who received moderate pressure massage therapy had greater weight gain.



In the future, wellness treatments and techniques, such as yoga and mindfulness, will be the first choice to treat babies and children of all ages suffering from injury, sleeplessness or pain.

THE FUTURE

As more research demonstrating the positive impact of wellness modalities is released, we expect medical and health practitioners to adapt new guidelines that go beyond “no smoking or alcohol during pregnancy.” And these guidelines will include dads as well as moms.

We also predict that more medical professionals will recommend wellness treatments and techniques, such as yoga and mindfulness, for moms, dads, and babies. For instance, massage will be the first choice to treat babies and children of all ages suffering from injury, sleeplessness or pain.

Baby monitors are old news, but also expect to see more technology that focuses on the mother, rather than the baby. One current example is Willow, a digital breast pump that tucks neatly in a bra and tracks the amount of milk collected, the collection date, and the length of each pumping

session. We think in the future, digital pumps will also measure the quality of the breast milk, including protein levels and toxins—a development that could improve the health of babies worldwide.

Group exercise classes like Stroller Strides®, a total-body workout for moms and dads with kids in tow, while entertaining little ones with songs and activities, will continue to increase in popularity. Mommy (and daddy) and baby yoga classes will also become more mainstream.

And let’s not forget where we began this trend: new meaningful research. As mentioned above, research on the first 1,000 days is moving from a narrower, “What-should-mom-eat?” focus to a serious look at how both parents will influence a child’s health—before conception, in pregnancy and in childhood— for a lifetime.

An ambitious three year study under the direction of Dr. Pecorelli and a global team of scientists

and clinicians will examine how the first days of human development, including pre-conception and pregnancy, can impact up to 70% of an individual's lifetime health.

Researchers involved with the project will collect pregnancy-related samples and data from parents and children from near conception to about two years of life. This database will create a resource that will support future investigations and examine associations between prenatal exposures, genetic susceptibility, or physiological changes in pregnancy. (Giovanni Lorenzini Medical Foundation, Milan and New York, support the research project, with initial funding by the Brescia Industrial Association.)

Philip J. Landrigan, MD, MSc, FAAP, Dean for Global Health and Professor of Environmental Medicine, Public Health and Pediatrics, Arnhold Institute for Global Health, Icahn School of Medicine at Mount Sinai—and an advisor to the study—said that the goal is to bank samples from research subjects and develop a platform that will support a range of future studies. He went on to say:

“The bottom line is that we do not know enough about early pregnancy. This longitudinal research will measure variables such as diet, exercise, stress and other early wellness interventions. The ultimate goal of this landmark study is to discover the environmental causes of health and disease in children and turn those discoveries into a prescription for lifelong good health.”

ENDNOTES

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“Why do we still embrace kitchens designed to store dead-food and non-food in dark cupboards to be consumed months–or even years– later? We don’t want to eat like that anymore. We want living, healthy, organic local food.”

– Veronica Schreibeis, Chair of the Global Wellness Institute’s Wellness Architecture Initiative and CEO and Founder, Vera Iconica Kitchen



TREND #4

The Wellness Kitchen

Kitchens catch up with healthy eating

While those pursuing healthy, fulfilling lives have always cared deeply about the source, preparation, and sustainability of their food, only recently have many begun to ask: Why don't we hold our kitchen to the same standards of wellness as the food we keep within it?

After all, the kitchen is the heart of the home and should further our healthy lifestyle, not hinder it. Yet in many homes convenience continues to trump health, with kitchen pantries and cupboards better suited to storing canned goods and packaged foods than fresh fruits and vegetables.

At first glance it may seem as though kitchens are being continually reinvented – just consider the scores of magazines devoted to showcasing new layouts and designs. In reality, little has changed beyond the surface in the past 65 years. New cupboard styles, flooring materials, and counter treatments offer only a fresh wrapping on the same package.

Veronica Schreibeis, Chair of the Global Wellness Institute's Wellness Architecture Initiative and CEO and Founder of Vera Iconica Kitchen, spoke of this while giving her keynote speech at the 2017 Global Wellness Summit. She explained that the kitchen most of us know today evolved in the wake of World War II. The war drew a record

number of women out of the kitchen and into the workforce as they secured jobs typically reserved for men. Processed foods, microwave meals, and TV dinners filled the void left by an absent housewife no longer spending hours a day preparing meals from scratch. Why deal with the hassle of fresh ingredients when a tray of unhealthy and preservative-laden food could be quickly reheated for a "family" meal in front of the television?

The old eating and lifestyle habits of the 1950s, however, are rapidly and thankfully becoming history. Today, more people than ever before understand the correlation between what we eat and preventable diseases like obesity and diabetes, and recognize that eating nutrition-laden foods is the cornerstone of a long and healthy life. These informed consumers are willingly adopting a living, locally-sourced, fruit and vegetable-rich diet free of preservatives and chemicals.

The Wellness Kitchen is a new trend poised to transform the most popular room in our home into a better reflection of ourselves. Instead of serving as a relic of the past, our kitchens will use advancements in technology and design to foster a healthier lifestyle for our bodies, our minds, and our planet. Because just like the food it contains, the Wellness Kitchen doesn't merely feed – it nourishes.

“Let food be thy medicine, and medicine be thy food.”

- Hippocrates

FUELING THE TREND

Make Mine Organic

In recent years, the popularity of organic food has exploded, and what was once seen as the province of health food stores and hippies is now both in vogue and in demand.

The United States Department of Agriculture (USDA) reported that consumer spending on organically produced goods continued to show double-digit growth in 2017, with organic foods now available in three out of four conventional grocery stores in the U.S. The USDA also noted that mainstream consumers increasingly prefer organically produced food, largely due to concerns about their health, the environment, and animal welfare. And while organic goods typically cost more than foods grown with chemicals and fertilizers, consumers don't mind paying more for these products. Among organic foods, fresh fruits and vegetables are the top selling category, with produce accounting for 43 percent of organic food sales.¹

This trend is hardly confined to the United States. In 2014, for example, the market for organic products in Europe increased by 7.4%, more than doubling the average annual growth rate (2006-2012) in grocery retail markets of around 2% to 3%.² The Transparency Market Research Report predicts the market for organic food will continue to expand at a healthy rate around the world, especially in developed regions.

Simply put, people care more about the freshness and quality of their food, and our kitchens will increasingly be designed to store and even showcase fresh, organic products. Much like the organic food itself, Wellness Kitchens are an investment in one's health.

The Rise of the Vegans

The number of men and women who identify as vegan continues to grow at an exponential rate. Britain alone has seen an increase of more than 360 per cent over the past decade, according to a new survey by Ipsos MORI for the Vegan Society and Vegan Life. *The Telegraph* states that the number of people who do not eat food that comes from animals (meat, dairy, eggs, etc.) "... is now one of Britain's fastest growing lifestyle movements."

Reporting on the same survey, *The Guardian* wrote that the vegan movement is strongest in younger demographics, with nearly half of all vegans between 15-34 (42%), compared to just 14% over 65. The title of the article says it all: "The rise of vegan teenagers: 'More people are into it because of Instagram.'" In other words, veganism is the "...glamorous...sexy choice."³

What does all this mean for the Wellness Kitchen? In the future, as more people come to value fresh produce and plant-based foods over animal products, they will seek out kitchen designs that explicitly support their lifestyle.

Farm-to-Table: Changing How We Shop & Eat

People have been purchasing fresh food from outdoor markets for centuries, long before the term "farm-to-table" cropped up on menus and magazines. Regardless, it's become the buzzword of the day, used to describe the rising demand for buying organic (and healthy) just-picked fruits and veggies, locally raised meats, and fresh fish at local farmer's markets.

To understand the scope of the farm-to-table movement in the Western world, consider that there are over 500 farmers' markets in the UK alone, and the U.S. is home to over 8,000 farmers'

THE KITCHEN: RE-IMAGINED

CONVENTIONAL

Groceries come in paper, aluminum, and plastic bags, jugs, boxes and cans that can leach into food laden with preservatives, thickeners, and colorants

Dead food is stored in freezing/near freezing refrigeration or at warm, room temperatures behind doors easily forgotten about for weeks or even years

Packaging from pre-made and pre-mixed food is thrown in the garbage or recycled

Microwaves not only reheat, but thaw and cook main dishes. Stove and ovens are designed for high-temperatures and quick cooking

Waste is bulky with a lot of packaging, only some of which is recyclable. Food is put in the trash and sent to landfills

Fast, unconscious eating habits increase proportions of food lacking in nutrients. Unhealthy additives allow for convenience & long shelf-life

Formal dining traditions designed the kitchen for women to prepare food in isolation before serving the dishes in a separate space

vs.

1

DELIVERY

2

STORAGE

3

PREPARATION

4

COOKING

5

DISPOSAL

6

CONSUMPTION

7

SOCIAL ACTIVITY

© Vera Iconica Kitchen

WELLNESS

Fresh food is harvested from in-house gardens, home delivery is automated online for convenient, unprocessed local ingredients & bulk items

Living food is kept alive or dormant in a range of temperature and humidity controlled cupboards complete with running water and glass display doors

Fresh food means little packaging. The island is re-designed to accommodate multiple work stations & features like a central drain allowing easy clean up

Food is cooked over a range of temperatures from a variety of sources to maintain nutrients and enhance natural flavors

Unpackaged, fresh food and re-useable containers keep trash minimal, while compost collection allows organic matter to go back to the soil

Digestion begins with the eyes. Visible food storage is designed to tempt, food preparation acts as a natural digestive, & helps regulate proportions

The kitchen is the heart of the home designed to gather, entertain, and nourish family and friends with multiple workstations and seating areas

markets, with more popping up every year. At the same time, home delivery of organic produce is also on the rise, with dozens of organizations such as Farm Fresh To You and Imperfect Produce vying for a growing consumer base.

More people are also growing their own food at home or in community gardens (35% of all households in America in 2014). The largest increase has been in younger households, up 63% to 13 million since 2008. In short, counting calories is out and all-natural nutrients are in – just ask any savvy food blogger what happens to their view count when they add the word “SuperFood” to a post.

Once harvested, however, fresh, living food needs to be carefully stored in an environment that doesn’t bleed off its nutrients. For example, fruits and vegetables can lose as much as 50% of their Vitamin C and other nutrients if stored improperly. And to complicate matters, not all fruits and veggies get along: e.g., cucumbers don’t like cold temperatures; celery and carrots like water; and because fruits produce ethylene gas, which acts like a ripening hormone, fruits and veggies often shouldn’t be stored together.

Unfortunately, traditional refrigerators and dark cupboards and pantries are often designed to store pre-packaged, non-living foods. That’s why consumers will look for new solutions in the future.

The Informed Consumer and a New Consciousness

More consumers than ever before are conscious of and concerned about not just their own health, but the health of the planet. Environmentalism impacts our everyday life, rituals, and choices, from the socks we buy to the roof over our head. And this trend is a global one, especially strong in Europe, Canada, Asia, and the U.S. Wellcertified.com, launched in 2013 by the the International WELL Building Institute, is considered the

premier standard for buildings, interior spaces and communities looking to implement, measure, and validate features that support and advance human health and wellness. Today there are scores of building materials and design on human and regenerative health. And easier access to environmental information has dramatically influenced the kinds of materials and products consumers are choosing for their homes and kitchens.

The New Minimalist: Live Simply, Share More

For all of its wonder, the interconnectedness of the modern world also generates unprecedented and unrelenting stress. According to the Global Wellness Summit’s 2017 Trends Report, such pressure and tension are driving a global demand for peace, quiet, authenticity, and, above all else, simplicity. The UK’s Trend-Monitor⁴ reports that consumers want, “.... simpler, faster brand engagement, giving them back the rarest of commodities – time.”

The kitchen of the future serves as a sanctuary, not a pressure cooker. Cupboards and shelves packed with redundant and elaborate appliances are being replaced with bowls of organic fruit, drawers of fresh veggies, and natural ingredients for easy-to-prepare meals.

In 2016, The World Economic Forum (WEF)⁵ published a provocative article predicting that by 2030 urban dwellers will no longer own cars, houses, appliances, or clothes. While that prediction may be a bit lofty, few can dispute that a new age of minimalism has arrived. A stunning array of products are now available as services (think Uber) and as WEF states, these services give us instant “...access to transportation, accommodations, food and all the things we need in our daily lives.” This sharing economy will generate \$335 billion in global revenue by 2026 according to PricewaterhouseCoopers.⁶

This new “less is more” trend is a major component of the Wellness Kitchen. When it’s time to cook a special meal, kitchen equipment can be delivered within minutes, borrowed from a friend, or requested on community sites like NextDoor.com. Whether it’s a sous vide machine or a tagine pot, it will all be at a home cook’s fingertips without cluttering his or her cabinets.

ASPECTS OF THE TREND

But what exactly is the Wellness Kitchen? The term itself was first coined by Ms. Schreibeis to describe a wide range of design decisions all made with wellness in mind. Food storage, preparation, cooking, consumption, and disposal are reengineered to cater to fresh food and living, organic ingredients. This trend, however, is more than just healthy eating. An ideal Wellness Kitchen feeds the mind and soul too thanks to elegant, visually satisfying designs that encourage social interactions and environmentally friendly lifestyles.

Display & Storage: Making Healthy Choices Desirable

Retailers have long known that if a shopper can’t see a product, he or she is less likely to buy it. And that simple logic extends to the food we choose to eat. In the Wellness Kitchen, you can see crisp veggies and colorful fruits through your glass refrigerator door, rather than having them tucked away in an opaque crisper drawer. Or, even better, that produce is growing right there in your kitchen garden, turning your home into a vibrant ecosystem. With a Wellness Kitchen, the emphasis is always on keeping food alive – whether growing or dormant – and easy to access.

As the rendering above shows, consumers also need more options for climate-controlled storage of fresh foods with a range of temperatures and humidities that keep food well organized and visually tempting. Refrigeration in the ideal Wellness Kitchen features glass doors and shallow shelves for easy visibility, multiple compartments for optimal preservation conditions, and even hidden refrigeration compressors to cut down on noise pollution.

The kitchen most of us know today evolved in the wake of World War II with kitchen pantries and cupboards better suited to storing canned goods and packaged foods than fresh fruits and vegetables.



THE KITCHEN: RE-IMAGINED



Conventional

- 1 Heavy packaging on grocery items (i.e. shrink wrap plastics, plastic containers/bottles/jugs, plastic lined tin cans) ends up in landfills.
- 2 Food packaging leaches it's harmful chemicals into food, which we then ingest.
- 3 Many packaged foods have been chemically altered to "last" (preservatives) and have "color" (Yellow #5) via synthetic, harmful additives so they appear in good condition.
- 4 Refrigerator/Freezer keeps food extremely cold, either at or near freezing temperatures, and rapidly dehydrates fresh fruits and vegetables.
- 5 Pantry designed for canned (non-perishable) & boxed foods stored at warm, room temperatures.
- 6 Large, deep refrigerators hide foods from view. Food is forgotten, left to degrade and expire before it is consumed.
- 7 Upper storage cabinetry is visually and psychologically heavy.
- 8 All organization is behind closed doors. Dish ware, glassware, flatware, and food locations are a mystery to visitors, aiding in cognitive confusion. Also, dishes are commonly stored in upper cabinets, causing unnecessary strain through repetitive lifting because lower cabinets do not typically have drawers for easy access and use.
- 9 Excessive garbage has created the need for trash compactors. Trash & Recycling centers handle large amounts of waste that mostly goes to landfills, while only a small portion can be truly recycled.
- 10 Secondary, smaller sinks are common and often placed in the island only a few feet from the main sink.
- 11 Typically designed for one cook, despite trends of social cooking and its benefits on a family & community.
- 12 No filtered water at sinks. Contaminant laden water available for easy drinking.
- 13 Since the dawn of the TV Dinner, microwaves are often used more frequently than ranges. Microwaves have been known to alter our food, and its molecular structure, due to radiation.
- 14 Range vents (commonly found in above-range microwaves) recirculate air contaminants because many (surprisingly, most) are not vented to the exterior.
- 15 Appliances often accumulate and are left to clutter valuable counter space. Or, appliances are stored in inconvenient, hard to access areas, making them less desirable to use and forgotten.
- 16 Little or no natural daylight.
- 17 Woman/Women (or help) prepare the food in isolation before serving the dishes in a separate space.
- 18 Not designed to function well as a gathering space.



1 Farm-fresh produce and home-grown (i.e. in window gardens) have no packaging to contribute to landfills.

2 No packaging means no harmful toxins infiltrating our food supply. Reusable containers for bulk goods, as well as home delivery services reduce packaging waste that would otherwise go to landfills.

3 Fresh, natural food has little to no preservatives, thereby ensuring vitality and promoting good health. Harvesting and producing food products at home is possible and has a positive impact.

4 Temperature and humidity controlled cabinets with running water keep fresh food alive and nutrient rich.

5 Cellar-like storage (dark and cool) for root vegetables, apples and other fall harvest produce allows goods to last well throughout the coming seasons.

6 Visually seeing available, healthy foods tempt you to eat the fresh, nutritious options before they perish.

7 Upper organization designed to feel beautiful and open above the counter so perishable foods are easily visible.

8 Organization for dishwater, flatware, and utensils is below the counter in well-organized drawers designed thoughtfully, taking into account proper ergonomics for moving heavy items and having efficient access.

9 Vegetable-rich diets and meals that utilize bulk ingredients lead to less waste. The trash compactor is replaced by a Fro-Post(TM) compacting composter that freezes food waste, mitigating unpleasant scents and encouraging cellular breakdown for easy return to the soil via backyard or community/composting organizations.

10 Island is now a large prep station for multiple people where food can be prepared directly on the surface. Surface can be hosed down easily, and features a central trench drain and smart-edge gutters allow for easy, quick clean up.

11 An added health benefit comes through more conscious connections to our food. Digestion begins with the eyes, and social connection is enhanced through collaborative food preparation.

12 Water filtration system integrated with primary faucet for easy access to healthy drinking water.

13 Multiple cooking methods are nurtured and encouraged. Fire-, water-, range-type cooking within reach for added flavor, nutrients, cultural influence.

14 Range hood vents to the exterior.

15 Appliance garage conceals but maintains easy access, thereby keeping surfaces uncluttered. Juicer, Vitamix, ritualistic pour-over coffee, high-power mixers aide in food prep without killing enzymes.

16 Lots of natural daylight filters into space through many windows, ideal for supporting window garden systems and healthy circadian rhythms.

17 Everyone's a chef and everyone contributes to meal preparation and serving.

18 As heart of the home, multiple seating options, including casual seating by the fire, encourages gathering.

Minimalistic Design: Beauty, Light & Space

No one disputes that the spaces we occupy influence our state of mind, and kitchens that are cluttered, cramped, and dreary can leave us feeling the same. Rachel Allen, a noted residential and commercial architect who has been described as “shaping the future of downtown L.A.,” has been striving for years to revive unwell kitchens for health-minded clients. “People are definitely more concerned about the food they are eating and the environment they prepare it in. They are also becoming more minimalistic and want much less stuff.”

That “stuff” includes fewer appliances and less bulky equipment. Why have a bread-maker, pasta-maker, two types of blenders, a waffle iron and a crepe cooker jammed in your cupboard when you can just rent or borrow kitchen equipment when, and if, you need it?



Allen agrees that wider trends toward minimalism directly translate to kitchen design. “People are replacing upper cabinets with open shelves so they can see spices, living herbs, and plants. The new design is more like a commercial kitchen with open space and areas that accommodate several people working or socializing at the same time.” Walls are being pushed back, windows enlarged, and clean lines extended to create a room that feels as much a home for people as it does for produce.

Minimalism in the kitchen can even be seen in smaller dish sizes, as people grow aware that plate size can directly correlate to eating more. Since the early 1900s, the size of a typical dinner plate in America has become 25% larger or more.⁷ In the 1960s, plates were approximately nine inches in diameter while today dishes are often 12 inches or larger. And as dinner plates grew, so did meals and calorie counts. Thankfully, well-inclined individuals are working to reverse this trajectory. According to the UK’s *Daily Mail*, authors of the *British Medical Journal* estimated that reducing the size of a plate or bowl would decrease food intake by 159 calories a day, a 10% change for a British adult.⁸

Designed for Socializing

Open floor plans, kitchen islands, and other design elements that encourage communal activities have been a staple of modern kitchens for years. In the new Wellness Kitchen, however, these ideas take center stage. More thought is given to seating and prep spaces and how they can be organized for the easy flow of both people and conversation. For example, the addition of adjustable surfaces allows people of different heights and abilities to work and socialize together.

Top: Open shelves exposing everyday kitchenware make room for plants. Bottom: A cool-toned color and material palette compliments a dark brick floor. Design by Rachel Allen. Photography by Jessica Comingore.



Of course none of this socializing matters if people can't hear one another, and so Wellness Kitchens seek to design spaces that minimize unpleasant noises. Hand tools and simple appliances are making a comeback as people look to avoid the incessant whine of electric motors. At the same time, more people recognize that tasks like chopping vegetables or kneading bread by hand can itself be an exercise in mindfulness.

Healthy Buildings + Healthy Air = Healthier People & Food

While sealed buildings may be more energy efficient, there's a balance to be struck between leaked heat and fresh air. Janna Wandzilak, Director on the Delos Solutions Team, reminds us that some of the most critical aspects of a space's wellness are those we can't see. "Less fresh air could mean more CO₂ and less oxygen, which could impact cognitive function."

A 2015 study by the Harvard T.H. Chan School of Public Health, the Center for Health and Global Environment, SUNY Upstate Medical University, and Syracuse University⁹ confirms that people working in well-ventilated offices with below-average levels of indoor pollutants and carbon dioxide (CO₂) have significantly higher cognitive function scores than those who work in offices with more typical levels.

Kitchens are no different – a healthy building helps foster healthy people. The garden of a Wellness Kitchen plays its own important role in ventilation, removing CO₂ from the air and replacing it with oxygen, allowing family members to literally breathe easier.

Rachel Allen agrees that awareness of air quality is also driving a demand for hoods and ventilation systems large enough to filter out particulate matter from the air. And while a desire for well-ventilated spaces, free of pollutants and CO₂, is still strongest in commercial and multi-family residential buildings, it's growing in importance for the construction of single-family residences.

"It is essential to have healthy air in a healthy kitchen– and there is a need for ventilation systems that accommodate different cultural cooking styles. Grease leads to particulates. Thus, the trend is to build outdoor and indoor kitchens, given the diversity of cooking styles found among different clients."

A Focus on Materials

Materials matter. And different materials can have distinct effects, both positive and negative, upon our health and our mindset. Delos' Wandzilak, also a materials' specialist, points out that there have traditionally been higher standards for building materials used in commercial structures, but that trend is shifting. "People are giving more thought to the materials they live with every day."

She recommends that people look carefully at products used in cleaning and building that may contain VOCs (volatile organic compounds) or other potentially toxic compounds. Examples include composite woods that may contain hazardous compounds such as formaldehyde or products that may contain polyvinyl chloride (PVC), which is a synthetic resin made from the polymerization of vinyl chloride.

Consumers are also asking how the material or product will be employed, especially in the kitchen. For example, will it be touched, eaten from, or used to prepare food? These considerations make environmentally friendly materials popular, and there is a growing demand for recycled glass, wood and stone. The trend is to build green but not new, re-using and recycling natural materials rather than starting from scratch.

As Wandzilak notes, “There is now more thought going into what is in kitchen surfaces and cleaning products. Natural wood and stone will likely contain less toxic substances than plastic. And healthy cleaning products are now available that achieve the same results in an environmentally friendly way.” However, she cautions that we should also watch for a decidedly less positive trend: green washing or wellness washing. This occurs when products or policies are deceptively marketed to promote the false perception that they are environmentally friendly.

Recycling & Composting

Just because we’re finished with a meal doesn’t mean a Wellness Kitchen is too. Disposing of food waste in a responsible and environmentally friendly manner is a key issue for those pursuing more sustainable lives.

The vast amount of food that is wasted around the world makes this a pressing global issue, with food disposal pushed to an environmental tipping point¹⁰. According to the United Nations, approximately one third of the food produced in the world for human consumption every year, roughly 1.3 billion tons, is lost or wasted – a sobering statistic. And fruits and vegetables, plus roots and tubers, all of which can be composted, have the highest wastage rates of any food.

In response, the composting industry continues to expand. More individuals are looking for solutions to compost organic matter and recycle it as a fertilizer or soil amendment. In fact, the United Nations named 2015 the “Year of International Soil.” Ideas that integrate and simplify composting and recycling are an important element of Wellness Kitchen design.

Schreibeis suggests that innovative food prep solutions, such as a counter equipped with convenient ways to swipe debris into proper receptacles for quick cleaning and recycling, will become a key element in the reimagined kitchen. One hypothetical appliance imagined by Schreibeis is the FroPost, which flash freezes compostable materials, allowing for easy, odorless disposal of food waste.

THE FUTURE

Thanks to Caesarstone, a developer and manufacturer of premium quartz surfaces, we don’t have to rely on our imagination to envision the kitchen of the future. Under the guidance of Marc Thorpe, Visiting Assistant Professor of Industrial Design at PRATT Institute, students in the industrial design department researched and devised futuristic kitchens that took into consideration such modern concerns as smaller spaces, changes in consumption habits, waste disposal, water conservation, new technology, and the transforming role of the kitchen in general. A model of the winning design was produced by Caesarstone and exhibited at WantedDesign Manhattan during NYCXDesign in May of 2017.

This innovative design centers on a circular hearth, reminding us that the kitchen is as much a social meeting place as it is a space for preparing meals. The hearth’s opening doubles as a food waste disposal chute that feeds the biogas generator and 3D printer, repurposing waste into energy and recycled materials. The washing area uses stream automation to minimize water usage, and water drains into a filter system that repurposes wastewater into hydroponic and aquaponic systems. Finally, a food prep area features induction cooktops with smart



The “Future Kitchen” designed by the students of the Industrial Design department at Pratt Institute under the creative direction of Visiting Assistant Professor of Industrial Design at Pratt and New York based architect and designer, Marc Thorpe. Photo credit: Wanted Design.

technology, all encircled by – of course – elegant Caesarstone quartz.

Not all Wellness Kitchens will necessarily resemble the Caesarstone model, but new ideas that put healthy living first will increasingly become the norm. For example:

- There will be more well certifications and greater emphasis placed upon mindful materials. Lists of materials in building products will be displayed just like nutrition labels on food products.
- Particulate and oxygen sensors will become widespread.
- Kitchens will set aside space for sprouting and indoor gardens.
- Design features will continue to pay deference

to the social rituals of making food.

- The loudest noise in the kitchen will be conversation. Noisy appliances will become a thing of the past as we return to food prep that is mindful and relaxing.
- Composting and compost delivery systems will become standard features in the Wellness Kitchen. They will also be available to households in urban settings.
- Sinks and refrigerators will continue to be reimagined, making it easier to prep, maintain, and find fresh food.
- Digital technology, such as toilets that analyze urine and waste to indicate which nutrients you need more of, will become readily available. That information can be translated into recipes automatically displayed on



The Wellness Kitchen is a new trend poised to transform the most popular room in our home into a better reflection of ourselves. Instead of serving as a relic of the past, our kitchens will use advancements in technology and design to foster a healthier lifestyle for our bodies, our minds, and our planet. Because just like the food it contains, the Wellness Kitchen doesn't merely feed – it nourishes.

your laptop or smart phone. Purchase and delivery can also be automated, and artificial intelligence can calculate what to cook for a group of people whose personal biomarkers all indicate varying needs.

- Kitchen design will easily accommodate people who are living in a shared space and have different food and lifestyle habits.

Ultimately, the Wellness Kitchen of the future can mean many things to many people. For some it is a warm, communal space, full of light, fresh air, and the sounds of friendly conversation. For others, it is a temple to healthy eating, with living gardens, centrally displayed fresh produce, and easy composting. But, for all of us, it is a testament to the idea that the most important room in our house should be a reflection of our values and lifestyle. And the ways in which new innovations in kitchen design will make that a reality is always food for thought.

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Soon everyone in large cities may be wearing urban air pollution masks like these fashion-forward versions from Swedish-based Airinum that promise protection and comfort.

TREND #5

Getting our “Clean Air Act” Together

Taking personal responsibility for the air we breathe

Toxic air is a global epidemic – one that is responsible for the premature deaths of 6.5 million people each year¹, making it the fourth leading cause of death in the world. This “invisible killer” needs to be brought under control by every means at our disposal. Scarily, it’s not only the outdoor air pollution we can see and, in some cases, smell, but also the indoor air quality that has the potential to harm our health.

The air we breathe was a topic at the 2017 Global Wellness Summit where innovators like Ramesh Caussy, PhD (UK) creator of the DIYA One Wellness Robot – a robot with environmental sensors that measures the indoor levels of air quality – told the audience that “indoor air can be 10 times more polluted than outdoor air.”

With over 90% of the world’s population breathing air that violates air quality guidelines, according to WHO, this issue is catastrophic and wide reaching. While developing nations publicly

grapple with outdoor air quality standards – countries like China and India are visibly engulfed in “toxic air” (according to a recent study, air pollution resulted in 2.5 million deaths in India in 2015² alone), developed economies are not immune as they fight against indoor air pollutants made more toxic by our airtight homes.

As the gravity of this issue becomes clearer – and disagreements over standards and appropriate actions get left on the table by governments across the globe – we predict that individuals will start owning their own “clean air acts.”

Daily street life - and all outdoor activity - is severely impacted by extreme smog conditions during the early mornings in New Delhi, India, where air quality is considered some of the worst in the entire planet.





Michael Pinsky's 2017 art installation, "Pollution Pods," captured the scents of the world's most polluted cities, including London, New Delhi, Sao Paulo and Beijing. Visitors to the Norway installation were able to experience what millions endure every day because of the human impact on the atmosphere. Photo credit: Michael A. Pinsky.

FUELING THE TREND

The developing world has long been aware of outdoor air quality issues. The term "smog" was coined in the early 20th century to describe the sooty/smelly atmosphere created by "smoke" and "fog" and was cemented in the minds of the western world when the "Great Smog" engulfed London in the 1950s. The freak weather event lasted a week, turning coal fumes into a deadly sulfuric acid, resulting in the immediate deaths of 4,000 Londoners. This crisis ultimately led to the Clean Air Act of 1956. However, the toxic air lesson appears to be a tough one for regulators and politicians. More than 60 years later, the Great Britain continues to fall afoul of clean air regulations and ClientEarth, an organization fighting for a cleaner, more sustainable planet, is suing the government for the third time (it won the previous two lawsuits) for failing to get it right.

In addition, travel destinations are being seriously impacted as tourists actively avoid heavily polluted cities (and seek to leave their own). An obvious example comes from China, where travel companies are actively marketing "lung-cleansing" trips. According to Ctrip.com, a popular online travel website, searches for terms like "smog escape," "lung cleansing" and "forests" have tripled³. Smog-avoidance tourism is becoming a major theme and winter travel destinations like the Seychelles, Maldives and Iceland are being touted as getaways with the freshest air, according to Ctrip.com.

The continued news about toxic air wreaking havoc on our health - not just in highly populated

cities, but also as an invisible killer within the walls of our homes and offices - is everywhere. Anthony DiGuiseppe (USA), an architect in the hospitality and spa industry who participated in a roundtable discussion held during the Summit on "The Long-Term Impact of Building It Well", noted: "The advent of sealed buildings with no air coming from the outside has put the public at risk."

Particulates Matter: Growing scientific evidence on the many dangers of both indoor and outdoor air pollutants, combined with the realization that, even with regulations and limits in place, "clean air" isn't necessarily guaranteed, has opened individuals' eyes to the need for protection. Today, the term "particulate matter" (PM) - the microscopic solid and liquid matter in our Earth's atmosphere that are small enough to be inhaled deep into the lungs - is commonplace. Particulate matter is invisible to the eye and measures less than 2.5 micrometers in diameter (for a visual, consider that a human hair is 70 micrometers in diameter). The particles come from vehicle exhaust, construction dust, soil, industrial factories, wood burning, etc. - emissions that are controlled by human hands. The many dangers from particulates - asthma, respiratory distress, heart attacks and more have also become common place.

The Real Costs: This public health emergency also has a very real economic liability for businesses and governments. According to the World Bank, indoor and outdoor air pollution cost the global economy \$225 billion in lost labor alone in 2013⁴. And a study by Leibniz University and the Columbia Business School showed that

poor outdoor air quality is having a negative impact on job performance - even if you work a desk job. Researchers found that a minimal increase in outdoor particulates (which fluctuate continuously throughout the day) reduced the propensity for stock traders to make a trade by 10% - the same decrease as observed from a sunny day to a rainy day.

With these huge economic costs being quantified, Thierry Malleret, economist and expert in hospitality and wellness, recently summarized in the Wellness Edition of his Monthly Barometer (written exclusively for the Global Wellness Institute): "The cost-benefit of controlling pollution is now so obvious that policy-makers will begin confronting vested interests to curb pollution, particularly for vehicles and power plants." Malleret says that there will be devastating consequences to the valuations of companies and countries that continue to pollute.

Fitness Falters: In addition, the science now shows that exposure to air pollution on city streets is enough to counter the beneficial health effects of exercise in adults over 60. The findings⁵,

published late 2017, show that short-term exposure to traffic exhaust on a busy street cancel out the positive effects a two-hour stroll would otherwise have on older adults' heart and lungs.

Mental Health: The bad news continues. Another recent study showed a troubling connection between mental health and the inhalation of fine particulate matter. Research undertaken by the School of Public Health at the University of Washington examined survey respondents over a period of 12 years living in neighborhoods where fine particulates measured between 2.16 to 24.23 micrograms per cubic meter. The study looked at feelings of sadness, nervousness, hopelessness, etc. and found that the risk of psychological distress increased alongside the amount of fine particulate matter in the air. For example, in areas with high levels of pollution (21 micrograms per cubic meter), psychological distress scores were 17 percent higher than in areas with low levels of pollution (5 micrograms per cubic meter)⁶. The current US safety standard for fine particulates is 12 micrograms per cubic meter.

Science now shows that exposure to air pollution on city streets is enough to counter the beneficial health effects of exercise in adults over 60.



CLEARING THE AIR

The fight for clean air is leading to innovations across the world:

- **Action through art:** In Norway, an art installation in 2017 called “Pollution Pods” captured the unique scents of the world’s most polluted cities, including London, New Delhi, Sao Paulo and Beijing, forcing guests to experience what millions endure every day because of the human impact on the atmosphere.
- **Back to the future:** Salt...One combatant in the fight against air pollution damage comes in the form of a very old tradition - basking in natural salt caves and inhaling salt (halotherapy). Europeans turned to this practice centuries ago and now studies have confirmed its benefits for asthma and other lung disease sufferers, there’s been a resurgence. Spas are recreating the natural salt cave microclimate using technology that infuses pure salt and negative ions into the air and home salt-inhalation devices are also on the rise (some examples are Biova’s Salspiro (Germany), which uses Himalayan salts, and Healovation’s AirSalter (USA), which uses Dead Sea salt).
- **Personal air pollution sensors:** Tiny pocket-size sensors, like Myriad Sensor’s PocketLab, measuring carbon dioxide, ozone levels etc., particulate matter will become ubiquitous, warning individuals of problem areas. Also – in our data-driven world – a crowdsourcing of this data will enable real-time and accurate measurement of air quality, flagging alerts to everyone.
- **Smart, personal air purifiers:** Combine a sensor with a personal air purifier and a smartphone app and you have Airbubbl, a new product that focuses on cleaning the air that is polluting the inside of your car (studies show that sitting in traffic for an hour can be equivalent to smoking two cigarettes); and WYND, which promises to “create a bubble of clean air around you by removing dust, allergens, smoke and pollution from the air wherever you go...freshening the air in a car, plane, train or hotel room!

Natural salt therapy treatments help combat the effects of air pollution. Salt Cave (UK) recreates the healing micro-climate of a natural salt cave.





WELL Robot: This interactive, smart, mobile robot cruises the interiors of malls and office buildings, gathering data on air quality and other environmental issues to help better modulate it for the humans living in it. ©Partnering Robotics.

- **Fashion fights back:** Urban air pollution masks from Swedish-based Airinum are starting to make headlines by bringing a very Asian-centric trend to Europe while promising more protection and comfort. There's even a shirt that changes colors – monitoring pollution in real-time – and the promise is clothing that eliminates pollution before it hits your skin.
- **Antipollution skin care regimes:** Urbanites are the most at risk of expedited aging from the fine particulate matter found in air pollutants and there are many products coming to the rescue – running the gamut of affordable to ultra high-end, including: REN's Flash Defense Anti-Pollution Mist, Tula's Urban Defense Hydrating Mist, Kiehl's Cilantro & Orange Extract Pollutant Defending Mask, Pond's Pure White Anti-Pollution, to name just a few.

According to a recent report from the Global Wellness Institute, "Build Well to Live Well," consumer demand for wellness lifestyle real estate and communities is on the rise. In the U.S. alone, there are an astonishing 1.3 million potential

buyers each year. In addition, homes designed to improve people's wellness are now commanding 10-25% higher price premiums.

"Our homes and communities have had a massive, increasingly negative impact on our well-being, as they were designed around templates set up decades ago to meet the health and lifestyle needs of a radically different era," says GWI Sr. Researcher, Katherine Johnston. "We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation, etc. – and it's creating powerful opportunities."

As we work to create cleaner air in homes, hotels, office buildings and retail spaces being built around the world, there are plenty of options for building operators to work to clear the air no matter how old their buildings or HVAC (heating, ventilation and air conditioning) systems might be. Basic maintenance and cleaning of air ducts can go a long way to prevent air contamination,



Soon everyone in large cities may be wearing urban air pollution masks like these fashion-forward air masks from Swedish-based Airinum that promise protection and comfort.

and, of course, any building - old or new - can get its own WELL Robot (as presented at the Global Wellness Summit by Partnering Robotics). This interactive, smart, mobile robot cruises the interiors of malls and office buildings, gathering data on air quality and other environmental issues to help better modulate it for the humans living in it - and all that data can be used to help building managers effectively refresh and recirculate air - while saving energy!

Well buildings and homes: In the past, buildings with poor ventilation and air filtration have actually made us sick. A key aim of today's modern architecture is to design and build structures that not only keep us healthy and well but are also sustainable, efficient and long lasting. Standards, best practices and certification programs have evolved with wellness in mind, including the WELL Building Standard, pioneered by Delos (USA), a company whose mission it is to transform homes, offices, schools and other indoor environments with health and wellness at the center of design and construction decisions. As the demand for healthy building continues, more relevance is being placed on these standards. Two others making an impact include FitWel, created by the Center for Active Design (USA), and LEED (Leadership in Energy and Environmental Design), an U.S. organization focused on providing a framework for building efficient, healthy, cost-saving green buildings.

Urban Areas Go Green to Clear the Air: Urban areas suffer most from the effects of pollution and one of the best way to fight it is by planting trees (because they convert carbon dioxide into oxygen). Expect more greenery to be incorporated into buildings, like vertical forests and living walls inside and outside of buildings. Heathrow Airport has a "Garden Gate" in Terminal Three made of 1,680 plants, including the English native Ivy and Peace Lily - the "eco-sanctuary" helps passengers de-stress and will also have a positive effect on the air they breathe.

Across Europe, living walls and vertical gardens abound in hotels and public spaces. Italy's largest living wall was created by architect Francesco Bollani and adorns the Fiordaliso shopping mall in Milan. In London's busy Piccadilly area, the corner of The Athenaeum hotel - all seven stories - is covered in green. Says the creator, Daniel Bell: "The Athenaeum really does help to filter out particles from the road outside. London is very polluted, and the wall really helps. Plants are some of the best filters."



Heathrow Airport has a "Garden Gate" in Terminal Three made of 1,680 plants, including the English native Ivy and Peace Lily - the "eco-sanctuary" helps passengers de-stress and will also have a positive effect on the air they breathe.

THE FUTURE

The fight to purify the air we breathe is heating up everywhere – individuals, activist organizations, technologists, entrepreneurs, start-up companies and familiar brands are no longer willing to wait for or rely on governments to “clear the air.” Instead health and wellness conscious, environmentally-aware consumers will take matters into their own hands, limiting the well-documented health risks associated with the inhalation of fine and ultra-fine particulates, considered the deadliest form of air pollution to their ability to penetrate deep into the lungs and even blood streams.

Concerns about air pollution will have a far-reaching impact on wellness and lifestyle decisions in the future. We predict boycotts of companies and industries that contribute to the problem and increased support for those that work to solve it. A clear winner will be spa and wellness destinations that promote themselves as havens from air pollution, while travel to “pollution-free” zones will increase. And, as the air quality in many metropolitan areas across the globe continues to degrade, we expect to see a rise in “smog-avoidance” tourism – a trend observed first in China – especially among developing countries with a rising middle class with more disposable income to spend on their health and well-being.

Dr. Chris Murray, Director of IHME, the Institute for Health Metrics and Evaluation founded by the Gates Foundation, recently commented: “Of all the different risk factors for premature deaths, this is one area, the air we breathe, over which

individuals have little control. Policy makers in health and environment agencies, as well as leaders in various industries, are facing growing demands – and expectations – to address this problem.”

Dr. Murray has a point – it would be great to be able to rely on policymakers and industry leaders to come to our rescue – but it seems more and more that individuals will be tasked with getting their own “clean air act” together. The tools to not only fight air pollution – but also to play a part in reducing it – are already readily available. And, given the gravity of the situation, there’s no better time than the present to start taking back your clean air!

ENDNOTES

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Extreme challenges, treatments and experiences are redefining human limits and giving us new ways to take control of our health and wellness – and opening up a wealth of “super” powers to everyday, ordinary humans.



TREND #6

Extreme Wellness

Hacking Our Way to Better Brains, Bodies and Overall Well-being

The power to become the best we can be has never been more attainable. From body and brain hacks to personalized healthcare, the pursuit of wellness has never been more extreme. And the 2017 Global Wellness Summit featured a wealth of experts and ‘explorers’ on the cutting-edge of the ways humans are re-wiring themselves to achieve the once impossible. Delegates heard how pushing a body to the extreme can result in a myriad of wellness benefits – both physical and mental and that biohacking (building a better you through biology) will become extremely personal, while ‘brain optimization’ will mean much more than thinking ‘better, faster, smarter’ as “consciousness hackers” use technology to reach a deeper spiritual state.

Extreme challenges, treatments and experiences are redefining human limits and giving us new ways to take control of our health and wellness – and opening up a wealth of “super” powers to everyday, ordinary humans.

Today, with a bit of grit (taking experiences to the extreme can border on scary, painful and downright uncomfortable) and extra cash (this is not necessarily “affordable” wellness), you can “build” a better you. Whether it’s training like an elite athlete, changing the way our bodies handle extreme temperatures, rejecting disease by reconfiguring minds or hacking the body’s basic make-up through genetics that deliver precision medical healthcare – the idea is that everything is possible.

1) PUSHING THE PERSONAL ENVELOPE

Fueling the Trend

Our always-on digital life is full of “stuff” – from the constant screens in our faces to creature comforts delivered at the touch of a button. We don’t ever have to leave our sofas because everything simply “comes to us.” Non-stop access combined with a growing (unstoppable) awareness of the toxins in our air, food, offices and homes, and a world that is full of bad news,

has birthed a new wellness warrior who wants to take both their bodies and minds to unexpectedly extreme places.

These extreme “mastery experiences” – a phrase coined by psychologist Albert Bandura – is one of the key pillars of his theory of “self-efficacy”: the belief in your ability to influence and control the events you experience¹ plays a central role in how you can perform in day-to-day life. You come away feeling empowered in the extreme.



Black Tomato, a UK-based luxury travel company, takes travelers out of their comfort zones with “Get Lost” vacations to destinations like Mongolia (left) and Guyana (right).

Extreme Travel Experiences: For many wellness seekers, it’s no longer “cool” to simply kick back on the beach or by the pool having treatments or even take a simple experiential, transformative yoga retreat. Instead, they are looking for one-of-a-kind excursions and “survivor-style” challenges. Whether it’s hiking eight hours on a glacier to end up in a small hut, rafting down the Amazon or finding their own way out of the rain forest, many are spending their downtime doing things that would scare the living daylights out of most. Disconnection is the key – there is no smartphone for Google Maps or a “quick” peek at work emails – only complete engagement in what they’re doing.

Earning the Experience: A prime example of this trend is “Get Lost” from UK-based luxury travel company Black Tomato. These excursions are just what they sound like – and take ‘authentic’ travel and digital detox to the next (ultra-luxe) level – in that it’s an experience you won’t get anywhere else. Most importantly, they are designed to take travelers way out of their comfort zones. Travelers begin preparing for the \$30K+ trip six months in advance so they are ready for the mental and physical challenges that await them – even learning survival skills if necessary. They choose the terrain – polar, jungle, desert, mountain or coastal – and then get dropped in the ultimate survivor’s test (with some guidance along the

way). Tom Marchant, co-founder of Black Tomato says: “People are seeking transformative breaks that mentally and physically challenge them, releasing them from their daily grind.”

Other interesting “extreme” examples include:

The Extraordinary Adventure Club, founded by former Royal Marine and logistics specialist Calum Morrison, which creates “surprise” itineraries that include coaching, mentoring and therapy over a minimum of six months...promising a complete transformation. For example, in 2018, a very select number of guests paying \$100,000+ each will join researchers from OceanGate as members of the crew voyaging to the Titanic shipwreck: the ultimate in exclusivity as fewer people have seen the wreck than have been into space or climbed Mt. Everest.

A more affordable option comes from Docastaway, a Spanish company that has let travelers recreate the complete isolation of Tom Hanks’ character in Castaway, but without the nasty plane crash, since 2010. The company maroons you on desert islands all over the globe at just about any budget (as little as 80 euros a night) to survive with next to nothing while rubbing shoulders with the island’s locals. For more on the many shapes transformative travel will take in 2018, see the “A New Era of Transformative Wellness Travel” trend on page 14.

Training like a Super Athlete: Similar mastery can be found in fitness regimes that take a page right from an elite athlete's training manual. For example, BodyHoliday in St. Lucia runs WellFit retreats featuring different Olympians – swimmers, rowers, sprinters – and even an NFL champion. But training like a champion isn't just for holiday, people are taking sports to the extreme every day – running their bodies hard, training for marathons, Ironmans, Tour de France cycling-length cycling trips. Fitness clubs like Equinox offer Athletic Training programs that promise elite conditioning while gyms across the globe sell memberships based on their world class coaching techniques and elite training methods. The appeal is straightforward: Doing things that seem impossible make people feel alive and connected.

2) ICE IS HOT

Fueling the Trend

While more and more people embrace extreme ice as a way to recover from injuries, reduce inflammation and even strengthen the immune system. Cryotherapy (controlled exposure to extreme cold temperatures) is becoming mainstream in the US and the UK with spas and specialized clinics offering exposure to subzero temperatures via walk-in cold chambers. Though



Full-body cryotherapy is on the rise.

there's no hard evidence on the efficacy of ice-cold treatments, many believe (and some limited studies show proof of this) that whole body cryotherapy helps control inflammation and aid in muscle recovery (however, there is also the suggestion that the relief felt from submerging in ice-cold temperatures is actually a 'placebo'). There's no argument though that, despite the pain, exposing our bodies to extreme cold can make us feel completely alive.

A great example of this phenomenon is from a TEDTalk on extreme sports by Chris Burkard entitled "The Joy of Surfing in Ice-Cold Water"! Burkard quotes the social psychologist Brock Bastian who said: "Pain is a kind of shortcut to mindfulness: it makes us suddenly aware of everything in the environment. It brutally draws us into a virtual sensory awareness of the world, much like meditation."

WellFit is delivered by a range of world-class group fitness presenters, professional conditioning coaches and guest athletes, including Olympians and NFL players. Photo credit: BodyHoliday.



The IceMan Cometh/Mind Over Matter:

Arguably, there's no one who has embraced the power of extreme freezing as wholeheartedly as the inspirational author and athlete Wim Hof (who spoke at this year's Global Wellness Summit and also led a packed room through breathing exercises – his breathing is what really enables him to withstand cold temperatures – attendees came away saying it was a “life altering” experience). Hof personifies “mind over matter,” showing how we can literally learn to control our bodies, including our immune system and the automatic nervous system. His remarkable achievements include a world record for the longest ice bath (nearly two hours) and climbing Mt. Everest barefoot and shirtless. Medical researchers have measured the effects of his mind control techniques and, today, the Wim Hof Method has a large number of followers/devotees all around the world.

Proving It's (Almost) All in Our Minds: The awe-inspiring power of the mind is also clearly evident in Stanford University's Alia Crum's work on the power of the placebo effect. Dr. Crum, who spoke at the Summit, explains that your mind can “fake” your body into recovery even when the meds aren't real. Crum dives deep into what other researchers have discovered: the placebo effect could be our most powerful path to health and wellness – and they work best when thoughtfully administered and a patient has a positive mindset. Instead of treating placebos as proof that drugs don't work, Crum says we should consider creating “new wellness models that unpack the placebo effect.”

Crum and others, including a leading researcher of the placebo effect, Ted Kaptchuk, Professor of Medicine and Professor of Global Health and Social Medicine at Harvard Medical School, point out that integrative wellness practitioners are the



You are what you think: the placebo effect could be our most powerful path to health and wellness.

perfect match for helping individuals tap into the power of placebos because much of a placebo's efficacy depends on how it is administered. Kaptchuk says: “When you look at these studies that compare drugs with placebos, there is an entire environmental and ritual factor at work...All this can have a profound impact on how the body perceives symptoms because you feel you are getting attention and care.”²

3) SUPERCHARGED PERSONALIZED WELLNESS

Fueling the Trend

Rapidly advancing technology (including wearables and ingestibles that track just about anything), combined with precision DNA testing (the familiar DNA ancestry tests are just the tip of the iceberg) and the clear willingness of consumers to participate in genetic testing when they believe it will positively impact their health³ have coalesced to create a perfect storm for advanced personalized wellness. And, now, this large amount of data can be crunched through the super power of artificial intelligence (AI) – all of which is ultimately enabling the creation of hyper-personalized health roadmaps.

Ali Mostashari, PhD., CEO of LifeNome, makers of DNA-based wellness assessment tests says demand for personalized DNA testing is skyrocketing. (In fact, 150 delegates at the 2017 Global Wellness Summit had the opportunity to take LifeNome's test prior to the event, allowing them to actively participate in discussions with Mostashari around the possibilities of DNA testing.)

The appetite for personalized wellness roadmaps is certainly there: Among respondents to a recent survey⁴ conducted by LifeNome, in conjunction with Columbia University, over 70% of respondents said they would choose a brand of supplements personalized for their DNA over a brand that doesn't offer personalization.

Mostashari gives clear examples of how each individual has extremely personalized nutritional, diet and fitness needs. In one, he showed a standard (generic, ‘one size fits all’) nutrition facts panel of a protein shake and showed how those facts

| Nutrition Facts | |
|--|----------------------|
| Serving Size: 2 scoops (48g) | |
| Amount Per Serving | |
| Calories 180 | Calories from Fat 25 |
| % Daily Value* | |
| Total Fat 2g | 4% |
| Saturated Fat 0g | 2% |
| Cholesterol 5mg | 2% |
| Sodium 300mg | 12% |
| Potassium 0mg | 0% |
| Total Carbohydrates 30g | 10% |
| Dietary Fiber 8g | 32% |
| Sugars 5g | |
| Protein 5g | |
| Vitamin A | 20% |
| Vitamin C | 50% |
| Calcium | 50% |
| Iron | 20% |
| * Percent Daily Values are based on a 2000 calorie diet. | |

| Nutrition Facts | |
|--|-----|
| Serving Size: 2 scoops (48g) | |
| Amount Per Serving | |
| Calories 180 | |
| % Daily Value* | |
| Total Fat 2g | 3% |
| Saturated Fat 0g | 2% |
| Cholesterol 5mg | 3% |
| Sodium 250mg | 14% |
| Potassium 0mg | 0% |
| Total Carbohydrates 30g | 12% |
| Dietary Fiber 8g | 32% |
| Sugars 5g | |
| Protein 5g | |
| Vitamin A | 20% |
| Vitamin C | 35% |
| Calcium | 34% |
| Iron | 13% |
| * Percent Daily Values are based on a 2000 calorie diet. | |

| Nutrition Facts | |
|--|----------------------|
| Serving Size: 2 scoops (48g) | |
| Amount Per Serving | |
| Calories 180 | Calories from Fat 25 |
| % Daily Value* | |
| Total Fat 2g | 6% |
| Saturated Fat 0g | 4% |
| Cholesterol 5mg | 3% |
| Sodium 300mg | 25% |
| Potassium 0mg | 0% |
| Total Carbohydrates 30g | 12% |
| Dietary Fiber 8g | 32% |
| Sugars 5g | |
| Protein 5g | |
| Vitamin A | 20% |
| Vitamin C | 48% |
| Calcium | 25% |
| Iron | 20% |
| * Percent Daily Values are based on a 2000 calorie diet. | |

There is no “one size fits all” nutrition fact panel - as shown here - the generic panel on the left doesn't tell the whole story as the facts change based on individual needs.

completely alter when personalized nutritional wellness assessments come into play. In the real-world example, it's clear just how personalized “daily values” really are – and illustrates a huge opportunity for personalized nutrition and diets.

There's even more reason to cheer – personalized DNA-based diets have already been shown to increase weight loss effectiveness by 33% and to encourage compliance by 30%⁵ - a huge boon for the wellness industry.

Extreme Gene Control: Epigenetics, the analysis of how we can turn our genes “on” and “off” depending on lifestyle choices, is front and center of this trend. Pioneering epigenetics expert,

Kenneth R. Pelletier, PhD, MD, and author of “Change Your Genes, Change Your Life,” told Summit delegates: “Nothing is pre-determined. Our genes are governed by beliefs and lifestyle choices and everything is personal.”

Pelletier says that unless a health/wellness recommendation is based specifically on your personal genetic make up, there is absolutely no reason to believe it will work for you. No diet is one size fits all – and the same goes for the effectiveness of stress management techniques to susceptibility to environmental toxins (i.e., we all react differently to different toxins). In short, our health is affected in extremely individual and personalized ways and upcoming tests will make



9 Million

U.S. Consumers with DNA Data by end of 2017

72% Interested in DNA-based Weight Loss and Nutrition Personalization
(Source: Columbia University-LifeNome National Survey 2017)



33%

Increase in Weight Loss Effectiveness

Over 12 months given same calorie restrictions for individuals on DNA-based weight loss compared to Individuals on generic diets
(Source: University of Trieste Study, 2014)



30%

Increased adherence to recommendations

for individuals on DNA-based nutrition advice compared to those on generic advice
(Source: University of Trieste Study, 2014)

Studies show that personalized testing gets results, helping people take - and keep - weight off. Image source: GWS Presentation by Ali Mostashari, PhD., CEO of LifeNome, October 2017.

precision medicine and wellness possible – letting us identify everything from what drugs/dosages a person should take to what the best diet is for them.

And there is more to come. One example is a three-part test that will up the ante on personalized wellness in 2018. Wellness FX, in collaboration with Mayo Clinic, will introduce the mighty triumvirate in personalized healthcare. The test combines: 1.) Genetic testing; 2.) Comprehensive blood, body and biomarker diagnostics testing; and 3.) An intestinal microbiome test (pinpointing what your body can actually absorb/benefit from, whether specific drugs or foods). The tests promises to give a 365-degree personal health profile and help us better understand and identify associations between genetic variations present in our DNA and our body's predisposition to disease, nutrition, dieting, fitness, skin care, allergies, etc.

Of course, destination and travel retreats are the natural winners when it comes to personalized, wellness testing. By nature, this is extremely personal and private – as it can determine, among other things, susceptibility to disease, something most individuals would like to keep within the confines of luxury wellness centers. Expect wellness destinations to create customized, individual programs through combining personal biomarker screenings for assessing body composition, stress, and prevention, with a fitness tests for optimizing performance and reducing the risk of injury while improving fitness levels.

The entire stay could then focus on the guest's ideal experience – whether it's losing weight and getting fit or a developing a program focused on sleep and resilience.

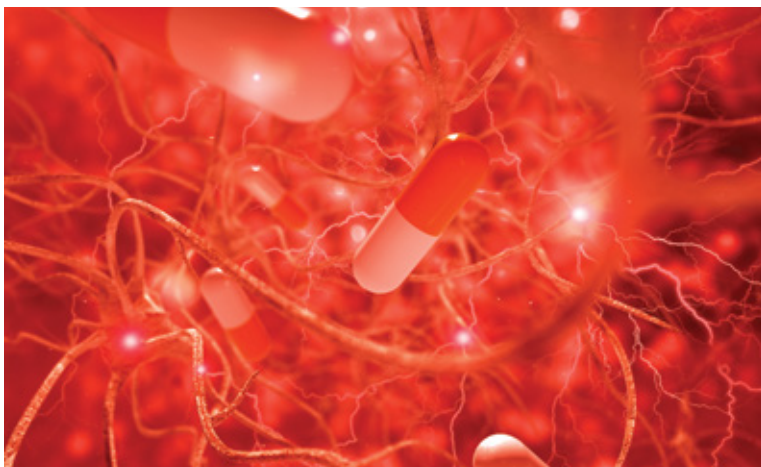
4) THIS IS YOUR BRAIN FULLY OPTIMIZED

The “designer brain” has arrived. The technology and know-how to enable us to re-wire the way our brains to perform better – whether it's cognitive improvement (thinking better, faster, smarter) or mental wellness and a greater sense of happiness – there's a brain hack you can try.

Fueling the Trend

Brain health is already big business – the market for brain supplements is estimated to be worth \$11.6 billion by 2024 – up from \$2.3 billion in 2015.⁶ Memory enhancement is a key driver in this but people are also looking for better mental attention/focus, sleep recovery and even dream enhancement. As nootropics (or smart drugs) make their way into the mainstream, expect them to also make their way into spas and the world of wellness. Natural nootropics of which there are many (including everyone's favorite – caffeine) are already making their way into our diets and food. And into our luxury wellness experiences – a biohack café stocked with nootropics could be coming to a Six Senses destination near you!

Today's “designer brain” quest is also being fueled by a large amount of soul searching over the past year or so that has created an undercurrent for “enlightenment”. A collective global ‘bummer’ has hatched a strong desire for spiritual fulfillment and downright contentedness (without the constraints of religion or even the time it takes to become a master meditator). Our always-connected/always-on lives are perhaps not as fulfilling as we imagined they'd be – and a backlash against some of aspects of social media (fake news and trolls being high on the list) has helped drive the need for more natural highs. Interestingly, it's Silicon Valley's elite (the



Brain hacks that rewire our brains to perform better – or simply be more content – are on the rise.

very crowd that brought social media channels into the mainstream – and profited mightily) that is pioneering this trend for optimization the brain for mental wellness and happiness. eBay’s founder, Pierre Omidyar, clearly communicated the new desire to harness technology for good and humankind’s betterment, writing in the New York Times: “The monetization and manipulation of information is swiftly tearing us apart.”

Getting in the Zone: There’s a state of mind that you may have heard an athlete, yogi or artist try to explain – the “zone.” It’s when someone is so tapped into what they are accomplishing that they enter mind-altering “flow state.” The Hungarian psychologist Mihaly Csikszentmihalyi was one of the first to identify it, writing a book in 1990 called “Flow: The Psychology of Optimal Experience.” In it, he describes “flow” as being in inner harmony with whatever you’re doing/ achieving – a true state of mindfulness and one that could prove very useful in banishing the barrage of today’s often irrelevant, intrusive information from our psyches.

This is a state of mind that the founders of the Flow Genome Project are promising to deliver with the help of neuroscience – and the huge advances that have been made in sporting equipment that enable everyday, average humans achieve superhuman states without the fear of injury or death (think wind tunnels for skydiving or fatter skis for powder skiing). Participants in Flow Genome are helped to get “in the zone” much more quickly by learning how to tap into the six neurotransmitters responsible for the “flow state”: Dopamine, serotonin, oxytocin, norepinephrine, anandamide and endorphins. The promise is “heightened creativity, increased performance, and accelerated problem solving” all by training the body and the brain to reach flow state. In addition to books and online courses, there are Flow Dojo Camps in the U.S. Expect to see more extreme sporting options at spa and wellness destinations near you.

Brain Science Club: Field, a private members’ club opening in New York, is a tamer brain optimization option. Field’s goal is to cultivate “elite minds” by using neuromodulation technology to enhance the brain’s performance. Co-founder Devon White, a behavioral design expert who participated on a roundtable entitled Good News/Bad News: Mental Wellness and Technology at the 2017 Summit, says: “The only difference between wellness practices like meditation and what we do is the technological tools we use and the speed at which you can get results. Our goal is to give members a way to enhance their brain functions through personalized treatments that take into account every aspect of their being (psychodynamics, genes, brain activity, desires and goals) to help them work on whatever they want to change.”

In 2018, the “hacking” simply promises to get even more extreme – and more mainstream. Whether it’s training our minds to perform better / feel better, pushing our athleticism to the limit or altering our bodies through personalized DNA, genetic and even microbiome hacks – we really can use technology and determination to rebuild ourselves to be better, faster, stronger.

ENDNOTES

¹ <https://positivepsychologyprogram.com/bandura-self-efficacy/>


² <https://www.health.harvard.edu/mental-health/the-power-of-the-placebo-effect>

³ Wamberg Genomic Advisors survey showed that 75% of consumers polled felt genetic testing can help people live a longer and better quality of life (October 2017)

⁴ Source: LifeNome – Columbia University U.S. National Survey of Attitudes Towards DNA-based Personalization, July 2017

⁵ Source: University of Trieste Study, 2014

⁶ <https://www.prnewswire.com/news-releases/global-116-billion-brain-health-supplements-market-to-2024-300517802.html>

A young woman with dark hair is smiling and sitting on a stone wall. She is wearing a red jacket with white floral patterns and a white collar, and a green and yellow plaid skirt. A red bag is visible next to her. The background shows green foliage and a stone wall.

The tiny county of Bhutan's Gross National Happiness Index encourages development policies that improve an individual's well-being, not just its Gross Domestic Product.

TREND #7

Wellness Meets Happiness

The Conversation Becomes More Important

The concept of “happiness” is often associated with “wellness,” which is often associated with health. Confusingly, the term “well-being” is often used to describe both. What is the difference anyway? If you’re “well,” aren’t you happy and content? If you are happy and content, aren’t you also “well”? Not necessarily.

There have been times in past years when a country scored in the top 10 of a happiness index, but, yet, is known for having an unhealthy population. Mexico is one example. The strong social bonds of family and faith contribute to a high happiness score but the country has one of the highest obesity and diabetes rates in the world.

And what about the difference between wellness and well-being? Could these definitions be influenced by cultural factors or how these words are translated to and from other languages?

These are all good questions and ones we predict will become increasingly significant as advances in happiness science make strong contributions to the global health, wellness and well-being conversation. In addition, while measuring happiness is important, the wellness industry cannot

lose sight of its goal of creating a healthier world – including mind, body and soul. It’s not enough to take the “heartbeat” of happiness. We also have to constantly improve people’s heart health.

While today many of us use the terms health, happiness, wellness and well-being interchangeably at times, we predict conversations about these factors will mature in the years ahead. The world’s perception of happiness is a pursuit that no longer has frivolous connotations. Governments, businesses and individuals are examining the opportunities to measure what health, happiness, wellness and well-being mean. In addition, it is likely that more ways of measuring will emerge as time goes on, and a more distinct terminology that helps the world meet these goals will emerge.

Today, we see a developing trend that happiness is more closely linked with well-being, and wellness more closely linked with overall health. This distinction is likely to be useful going forward. Ultimately, the hope is that the conversation regarding health, happiness, wellness and well-being will motivate people across the world to focus on what makes them thrive.

SOME HISTORY

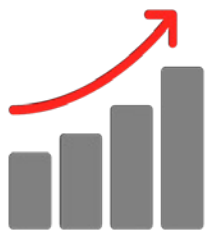
Research on happiness began in the 1970s. One of the foremost contributors was Richard Easterlin at the University of Southern California. Other accomplished and highly educated economists built from his base. Today, the World Happiness Report is edited by three of those leaders: Richard Layard, Director, Well-Being Programme, Centre for Economic Performance, London School of Economics and Political Science; John F. Helliwell, Canadian Institute for Advanced Research and Vancouver School of Economics, University of British Columbia; and the well-known economist from Columbia, Jeffrey D. Sachs, Director of The Center for Sustainable Development at The Earth Institute, Columbia University, and Special Advisor to United Nations Secretary-General.

While happiness research or happiness economics was developing, the field of positive psychology began emerging in the late 1990's. Martin "Marty" Seligman, an American psychologist and educator is probably best known for having promoted this field within the scientific community. In his 2011

book, *Flourish*, Seligman articulated an account of how he measures well-being, and titled this work, "Well-Being Theory". He concludes that there are five elements to "well-being": positive emotion, engagement, relationships, meaning and achievement.

In 2017, the Global Wellness Summit featured several current leaders in happiness science who shared insights and demonstrated how people and societies worldwide can thrive by fueling their happiness quotient. Happiness science pioneer, Silvia Garcia, former global director of the Happiness Institute at Coca-Cola and Founder of FeelLogic, has applied this science to the economy, workplace, health, politics and education. Garcia emphatically told Summit delegates, "Research shows we can influence our happiness." While Mo Gawdat, former Chief Business Officer for Google [X] and the author of *Solve for Happy: Engineering Your Path to Joy* shared his equation for happiness with this fairly simple, but scientifically backed, message: "You are happy when life meets your expectations."

Organizations with high happiness achieve



37%
INCREASE ON
SALES



31%
HIGHER
PRODUCTIVITY



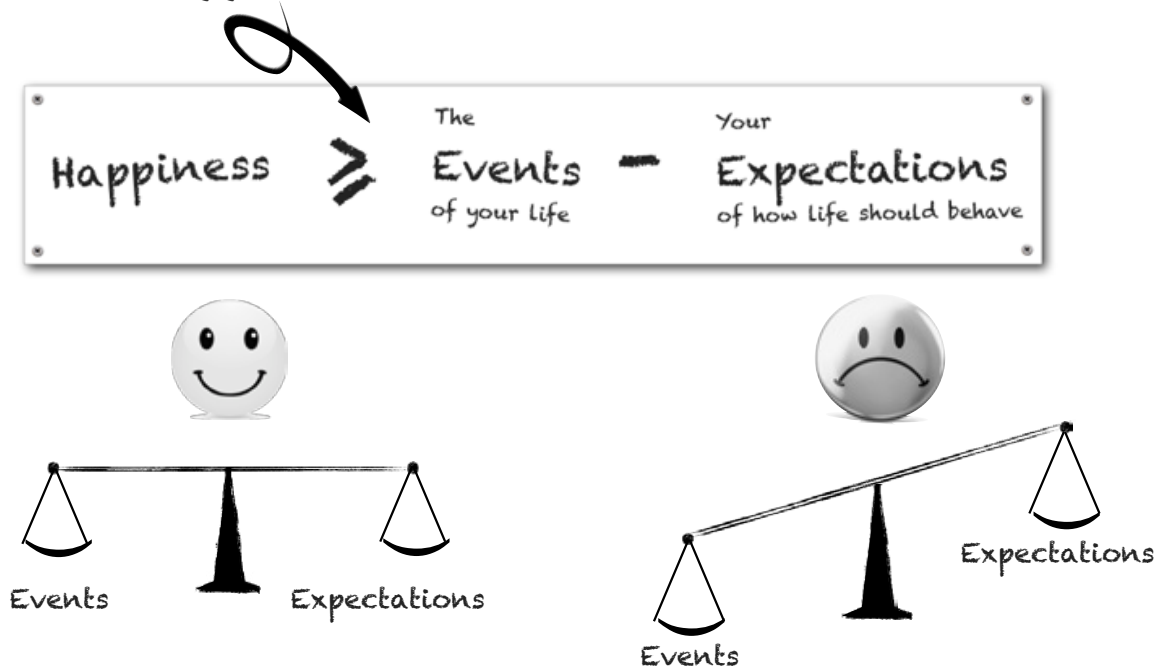
300%
MORE
INNOVATION



10%
INCREASE
CUSTOMER
SATISFACTION

"Research shows we can influence our happiness," Silvia Garcia, speaking at the 2017 Global Wellness Summit.

The Happiness Equation



Mo Gawdat, former Chief Business Officer for Google [X] and the author of “Solve for Happy: Engineering Your Path to Joy,” shared his equation for happiness with delegates at the 2017 Global Wellness Summit.

We see the wellness industry aligning tightly with the new happiness science, which includes physical wellness among its pillars but also emphasizes “purpose” and “social/communal” connections. Just as people turn to Pilates to relieve pain or yoga and meditation to relieve anxiety and improve focus, wellness professionals are creating and delivering programs ingrained in the principles of happiness science.

FUELING THE TREND

Societal Realities

It’s hard to miss the thousands of news reports that remind us that technology overload, and lack of community and isolation, all fuel unhappiness. Our trends team first identified the harmful effects of overdosing on technology and social media as a trend in 2008, and the critical need to disconnect to maintain mental wellness has played a starring role in wellness forecasts every year since then. Today, medical and healthcare professionals, psychologists, and wellness experts

regularly issue warnings about the dangers of technology and social media addictions – and the need to unplug.

However, it is clear that most of us will never be able to meaningfully unplug and will (happily) become addicted to the latest social media craze faster than you can say Instagram. Our desperate need to disconnect from technology and its associated woes – and our inability to do so – will continue to drive the quest for solutions to help us disengage from the digital world and reclaim our lives—and our happiness.

Global Research

Global research studies, including the United Nation’s *World Happiness Report*, found that the Northern European nations of Norway, Denmark, Iceland, Switzerland and Finland (all strong in social support, generosity, physical health and honest governance) ranked as the world’s five happiest nations, while productivity-focused economies like China and the U.S. fell in happiness in recent years.



Statue of Buddha in Bhutan, which will test whether the country's efforts to measure happiness can also work for business.

The Gallup-Sharecare Well-Being Index, which tracks the key factors that drive greater well-being for individuals and populations, also showed that overall well-being among U.S. adults declined substantially in 2017, following a three-year uptick. The Gallup-Sharecare study¹ cites emotional and psychological metrics as the primary source of the decrease. The report also identifies components of happiness, including:

- **Purpose:** Liking what you do each day and being motivated to achieve your goal(s)
- **Social:** Having supportive relationships and love in your life
- **Financial:** Managing your economic life to reduce stress and increase security
- **Community:** Liking where you live, feeling safe and having pride in your community
- **Physical:** Having good health and enough energy to get things done daily

These studies, along with other research, show that happiness is something we need to consciously work to attain...and importantly, we can change how we feel. This means more people (and more businesses) understand that there is a deep desire for happiness—and solutions that help people find happiness can be valuable.

As Mo Gawdat noted about happiness at the 2017 Summit, “...It is becoming understood that it is not a trivial pursuit nor unachievable.”

Governments Taking Action

The tiny country of Bhutan was the first to spotlight happiness (or well-being) as an achievable goal, and, according to *The Economist*, the country has focused on a development policy inspired by the concept of Gross National Happiness (GNH) for more than six decades.² Uniquely, Bhutan's GNH promotes development policies that improve an individual's well-being, not just its Gross Domestic Product.

With fast-growing interest in insights from happiness science, more governments and governmental organizations are taking action. Bhutan's Prime Minister proposed a World Happiness Day to the United Nations in 2011 and in 2012 the U.N. General Assembly named March 20 as “World Happiness Day,” recognizing that “...happiness (is an) universal goal...in the lives of human beings around the world.”

More recently, Dubai made happiness a wide-ranging policy priority, appointing its first Minister of Happiness in 2016.

ASPECTS OF THE TREND

Attacking Problems of Loneliness and Disconnection

Loneliness and disconnection is, according to the new happiness science, one of the biggest obstacles to happiness...and, ultimately, longevity. Robert Waldinger, professor of psychiatry at Harvard Medical School and an expert in happiness says, “Taking care of your body is important but tending to your relationships is a form of self-care too. Loneliness kills...it’s as powerful as smoking or alcoholism³.” Essentially, relationships and community truly matter when it comes to our happiness and health. Recognizing the role face-to-face connection has in our happiness has created a new way of approaching our daily lives and a focus on minimizing isolation.

Significantly, when Dan Buettner studied “The Secrets of a Long Life” in an article for *National Geographic*, he identified five of the world’s “Blue Zones” (regions where people lived the longest). Ultimately, Buettner landed on a list of nine life lessons (The Power 9) that contribute to longevity and happiness.

THE POWER 9

- 1) Move naturally** — be active without thinking about it.
- 2) Cut calories by 20 percent** — practice “Hara hachi bi,” the Okinawan reminder to stop eating once their stomachs are 80 percent full.
- 3) Plant-based diet** — increase your intake of fruits and veggies.
- 4) Drink red wine** — in moderation!
- 5) Purpose** — why do you get up in the morning?
- 6) Down shift** — take time to smell the roses. You may have to literally schedule it into your day, but relaxation is key.
- 7) Belong** — participate in a spiritual community.
- 8) Loved ones first** — make family a priority.
- 9) Pick the right tribe** — surround yourself with like-minded people!

The beach cities of Southern California have secured \$8.1 million to create a “Blue Zone Project” that focuses not only on physical health but heavily on community interaction, including workshops on living with purpose, social gatherings and classes (walking, fitness, mindfulness, etc.). All have the goal of creating a happier, healthier community.

The huge surge in co-working and co-living spaces comes from our need for community. WeWork has reimaged office spaces in 21 countries across the Americas, Europe and India and is one of many examples of co-working spaces that are designed to foster community and creativity in our “gig” economy. Next up is WeLive, a project that fosters community by giving residents of urban areas gathering places, like pubs, cafes, fitness classes and open spaces.

Social spaces, in general, are on the rise – with some dedicated to self-care (fitness, wellness, mindfulness) and even to purpose (like having a positive impact on the world). The Assemblage in New York is one example: dedicated to creating new coworking, coliving and social spaces, its manifesto is to transform society while transforming ourselves and making a positive impact on individuals.

And, of course, the sense of community – or hanging out with your tribe – has never been more prevalent in fitness and wellness travel, where joining up with like-minded individuals to venture on an inspirational, healthy or fitness retreat anywhere in the world or taking a morning walk or class in your local park is easily accessed via social media platforms.

Taking Control of Technology: Don’t Let It Control You

The isolation and “disconnection” caused by all the digital screens in our lives is something we’re all aware of. Recently, a former Google executive surprised Silicon Valley by saying that “(Technology is) an existential threat to the human race.” Tristan Harris, who worked as a Google design ethicist until 2016, says that two billion people are using Facebook on a daily basis and they are checking their smartphones 150



Robert Waldinger, professor of psychiatry at Harvard Medical School and an expert in happiness says, "Taking care of your body is important but tending to your relationship is a form of self-care too. Loneliness kills...it's as powerful as smoking or alcoholism."

times a day. He says that this compulsion isn't simply an addiction, It's also causing us to self-interrupt ourselves roughly every 40 seconds, causing extraordinary anxiety.

That constant interruption of our brains, along with a social media universe designed to make you constantly compare yourself to others (endless "FOMO", a fear of missing out), is leading to a serious spike in depression, suicide and extreme body issues. Studies show that seeing picture-perfect images on social media has a negative effect on young women's self-esteem,⁴ and research from the U.S. Centers for Disease Control and Prevention found that suicide rates doubled among girls, and rose by more than 30% among teen boys and young men, between 2007 and 2015.

All this screen time, including a new 24/7 bombardment by work and news, takes us away from the present and from the actual real people we're physically with. It all adds up to a recipe for unhappiness.

Hence disconnection is the new luxury, and a quick glance at other 2018 GWS Trends, including "Extreme Wellness" and "Transformative Wellness Travel," shows just how far people will go – and how much they'll spend – to get off the grid. Not only are we striving to "unplug" during travel adventures but day spas and gyms are also becoming digital-free zones.

More surprising, in a digital world where "food porn" is a mainstay, many restaurants are encouraging disconnecting. Popular U.S. chain Le Pain Quotidien rewarded customers during the

month of August (2017) with dessert if they took "a break from the digital world by sealing [their] phone in a box for a whole meal."

Mindfulness has also risen in conjunction with the growth of technology, and programs are taught in schools and meditation centers, as well as in wellness locations around the globe. Many believe it is a critical skill to navigate the digital future.

Jeremy McCarthy, Group Director of Spa & Wellness, Mandarin Oriental Hotel Group (Hong Kong), told the Summit audience in his keynote titled "Wellness in the Age of Technology" that not all technology is bad – the real problem is that it is so good. But McCarthy points out that "... (technology) is the greatest threat to human well-being that we've ever seen, while being the greatest hope for our navigating our future."

Happiness Travel

The goal of any vacation is to relax and find time to be happy, and for decades spas and wellness-oriented resorts have excelled in providing experiences that help people rejuvenate their minds and bodies. In a new twist on wellness travel, "Happiness Travel" is entering the vacation equation, and spas and wellness retreats are now offering specific programs and activities that help guests "find their happy." We even see tourism destinations/programming starting to be designed around the pillars of happiness.

Part of the happiness equation is a quest for silence and quiet contemplation, named by GWS as a top trend in 2017. The Mandarin Oriental Las Vegas was the first in the global chain to offer a digital wellness option, with silenced phones

and no electronic interruptions—even a silence ceremony at check in. Global wellness retreat leader, on the Spanish coast, bans mobile and music devices. The UK’s Time to Log Off offers retreats and workshops designed to provide a taste of taking a break from screens and a toolkit to continue new healthier habits when guests return home.

Happy Workplace = Happy Workers

The Beatles had it right when they sang “Can’t Buy Me Love” to adoring fans. Research shows that once people reach a basic standard of living, more money does not result in greater happiness.⁵ Workplaces, wrestling with high levels of employee unhappiness and its toll on productivity, are beginning to use lessons learned from happiness research.

An associate editor of the World Happiness Report, Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy at Saïd Business School, University of Oxford, spoke at the Summit, sharing new insights on the relationship between happiness and income, economic growth and inequality. “Putting happiness center stage in business and governmental policy makes powerful sense: research shows that boosting people’s happiness makes them 7 to 12% more productive and that the top ‘best-to-work-for’ companies outperform competitors”

According to The Economist, in 2018, Tshering Tobgay, prime minister of Bhutan, will test whether the country’s efforts to measure happiness can also work for businesses. The

idea is to move businesses from a narrow focus on short-term (financial) benefits and be “...accountable to shareholders, customers, employees, the community and the environment.”

To accomplish this ambitious goal, Bhutan will ask companies located in the country to use a voluntary GNH Certification Tool for Business, drawn from the widely reported GNH (happiness) Index that has shaped Bhutanese public policy. For example, employees will be asked questions on job satisfaction, occupational stress, employee engagement, workplace discrimination, and emotional experiences.

The article notes that, “The adoption of GNH by the private sector will have a greater impact than public policy, which tends to be mired in bureaucracy and politics. As the average employed person, aged between 18 and 65, spends 94,080 hours at work—that is, 35% of his or her waking day—the reality is that businesses and society are interdependent.”

Employers worldwide are starting to understand how much financial stress impacts health and wellness, and we are seeing financial wellbeing classes in corporate settings. There is also research that shows that financial issues are a significant contributor to people’s stress. One study on the implications of stress and marriage showed that of respondents who had experienced a divorce, 60% said that finances was either a major cause or a major factor.⁶

Part of the happiness equation is a quest for silence and quiet contemplation, named by GWS as a top trend in 2017. SHA Wellness Clinic on the Spanish coast bans mobile and music devices so guests can concentrate on wellness programs.





Ireland's Boogie Bounce is a high energy, low impact program that provides exercise and fun. Shown in photo: Founder Jenny Belcher and her two daughters.

HAPPY FITNESS AND FOODS ON THE RISE

The science of happiness is rapidly moving into the wellness domains of fitness and food, and spa and wellness professionals are introducing new programs that tap into the quest for happiness. This focus promises to generate new business and revenues for wellness locations.

- Playfulness and happiness for happiness sake programs invite guests and clients to be a little kid again. One example: new fitness classes like Ireland's Boogie Bounce work every muscle in the entire body including the face muscles. Taking place in a party atmosphere, the exercise class is conducted on mini trampolines and is choreographed to pumping music.
- Mindfulness-happiness programs are popping up, such as the UK's aptly named Mindful Happiness. The company's website reminds us that, "Mindfulness is having your mind full of the present moment so you experience more happiness."
- An article published by the Berkeley Science Review⁷ explains that the mindfulness-happiness connection is based on the theory that a discrepancy gap can exist between our actual self and our ideal self. According to the author, "Where mindfulness is concerned, the hypothesis is that closing the self-discrepancy gap makes us happy, and that mindfulness meditation helps close the gap."
- The Extreme Wellness Trend in this GWS Forecast explains how extreme fitness programs raise endorphins—and that means more happiness.

- And there are also specific programs like Laughter Yoga, which promotes laughter as a form of physical exercise, and "smile" asana.

The ad agency J Walter Thompson (JWT) named "Mood Food" as one its top 100 trends for 2018. Monarch Airline's mood-enhancing food menu, designed to create a calmer in-flight experience for passengers, includes Echinacea and licorice ice cream to boost immunity, green tea and lavender cakes to improve relaxation, and herbal tea to reduce bloating. The report noted that several restaurants at Gatwick Airport also are trying mood-lifting ingredients, such as Frankie & Benny's, which has offered serotonin-packed ingredients such as tuna, salmon, citrus fruits and banana. Even Pizza Hut has introduced a mood-enhancing pizza. (Although some would say all pizza is mood-enhancing.)

In 2013 the BMC Medical Journal referenced studies that depression shares mechanisms with obesity and cardiovascular disease.⁸ And BMC's 2017 study on diet and depression showed that an anti-inflammatory, Mediterranean-style diet high in vegetables, fish, olive oil and nuts reduced symptoms of depression in 32% of its sample.

The prediction? As consumers understand the food-happiness connection, they will expect brands to deliver products that do more than taste good. They must also deliver a large serving of happiness, with laughter for dessert.

THE FUTURE

In so many ways we've never had it better. Much of the world has an abundance of food, we are living longer, and technology has changed our lives in ways unimaginable just a decade ago. Yet, overall, the world is painfully unhappy. According to the 2017 World Happiness Report, a measure of happiness produced by the United Nations Sustainable Development Solutions Network, which surveyed 155 countries, the world scores a mediocre 5.3 out of 10 for total happiness. We have to wonder: how can this be in a time when things are (relatively) so good?

In the past, the concept of happiness was considered vague and a matter of luck and birth. However, the new rigorous science of happiness shows that happiness – like wellness – is something we can choose, and more and more people will be using wellness modalities as a route to their personal happiness.

Much like the mental health industry, which for many years focused on human failings and pathology, the wellness industry will embrace neuroscience to understand the mechanisms of happiness, hope, empathy, resilience and joy. In addition, because we have more tools to measure happiness, we believe that the distinctions between the pursuits of health, happiness, well-being and wellness will become more defined. And members of the wellness industry will understand the important role happiness plays in wellness...and vice versa.

ENDNOTES

¹ *Gallup-Sharecare Well-Being Index*, "Americans' Well-Being Declines in 2017," November 2017

² *The Economist*, "The World in 2018: How to Measure a Happy Business," 2018

³ <https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/>

⁴ <http://journals.sagepub.com/doi/abs/10.1177/1461444817694499>

⁵ *The Economist*, "The World in 2018: How to Measure a Happy Business," Lauren Crowm 2018

<http://www.theworldin.com/edition/2018/article/14461/bhutans-new-effort-measure-well-being-business?navigation=true&category=world>

⁶ *Institute of Education Sciences*, "The Impact of Financial Stress in Marriage: Implications for Marriage and Family Therapists," Sandra Crews Arguello

⁷ *Berkeley Science Review*, "Can Mindfulness Make You Happier?" Sarah Roberts, 2012

⁸ *BMC Medical Journal*, "Diet, a new target to prevent depression?" Sanchez-Villegas and Martínez-González, January 2013

A photograph showing the backs of three people embracing each other in a grassy park. On the left, a person with long dreadlocks wears a pink t-shirt. In the center, a person with long, curly blonde hair wears a floral dress with red and yellow flowers on a dark background. On the right, a person with short blonde hair wears a black and white striped t-shirt and blue jeans. The background is a soft-focus green lawn and trees.

A new wave of feminism, and a more political (less selfish) concept of self-care, mean powerful new intersections between women's empowerment and wellness lie ahead in 2018.

TREND #8

A New Feminist Wellness

From women-only clubs and co-working spaces – to a FemTech wave that solves for women’s bodies and lives – to more wellness travel aimed at women’s empowerment – to women of color moving the industry beyond #WellnessSoWhite

“Feminism” – “organized activity on behalf of women’s rights and interests” – was named Merriam-Webster’s word of the year for 2017 – hardly a surprise. While not an exotic, newly-minted word (feminist movements have, of course surged in the late 18th and early 20th centuries, in the 60s, etc.), 2017 was an intense year where women faced a storm of provocations and responded with their own storm of activism. The world’s eyes were fixed on the U.S. presidential election where Hillary Clinton (who would have been the first woman president) narrowly lost to an opponent that attacked women’s healthcare and reproductive rights – and bragged about groping women. The result: Exactly one year ago we saw the first Women’s March, reaching far beyond the U.S., where 5 million people took to the streets in nearly 1,000 global marches (from Australia to Amsterdam to Africa) to sound off in solidarity about protecting women’s rights.

Last fall’s revelations about Hollywood mega-producer, Harvey Weinstein’s, decades of sexual abuse incited the worldwide #MeToo movement,

where, within 24 hours of the first tweet, 12 million Facebook posts appeared, leading to a global outpouring of women speaking out about their own sexual harassment – and with hundreds of powerful men in the U.S. (whether in Hollywood or politics) having a day of reckoning. The upshot: most global companies started to rethink their sexual harassment policies. And with women technologists finally getting vocal, Silicon Valley has been publicly forced to confront its disturbing “boy’s club” culture where women are routinely discriminated against and harassed. No wonder *Time* magazine’s 2017 “Person of the Year” was the “Silence Breakers,” a group of (mostly) women that did some crucial veil-lifting on systemic sexism.

Yes, this new wave of feminism percolates at social media sites, with a swirl of hashtags: #thefutureisfemale, #smashthepatriarchy, #neverthelessshepersisted, #nastywomenunite. But this is making possible a global, viral spread – and real action is jumping offline (i.e., what we used to call the real world). Action is profoundly



The first Women's March, reaching far beyond the U.S., where 5 million people took to the streets in nearly 1,000 global marches (from Australia to Amsterdam to Africa).

local: So many women's book clubs or drinks nights have morphed into political action and women's empowerment groups. And ramped-up women's activism is making a difference worldwide. Even in the Middle East: Women in Saudi Arabia have been protesting the ban on their driving cars since 1990, and this June that ban will be lifted. The next fight: To eliminate the nation's "guardianship" laws giving men power over their female relatives, so they can't travel overseas or even have medical procedures without consent of their male "guardian." In Iran, the My Stealthy Freedom movement sees women protesting mandatory head-covering hijabs by wearing them in defiant, creative ways. And we just witnessed a major step forward for womankind from forward-thinking Iceland (Why do you think everyone wants to go there?): On January 1, the country made it illegal for companies with 25+ employees to pay men more than women for the same job. Prove equal pay, or be fined.

2017 felt like a relentless series of attacks on, and fighting back, by women. A positive, if unintended, result of the endlessly negative, anti-

woman political climate has been the rise of a new feminism. And as 2018 kicks off, the atmosphere feels more steady resolve than reactive.

"Wellness" or "self-care" could easily have been the word of 2017, as this \$3.7 trillion global market saw serious growth: With stress, anger, technology bombardment, and screaming bad and "fake" news driving more people to everything from meditation and social fitness classes and healthy eating as a form of sheer self-preservation. Of course "wellness bashing" could have been the runner-up word, because as the wellness market becomes more entrepreneurial, commercial and ubiquitous, the media increasingly loves to point out its narcissistic, apolitical, elitist, and evidence-free varietals. That endless lampooning of gorgeous "wellness celebs" with Instagram followers the size of major cities – the endless clickbait lists of the "wackiest" or "stupidest" wellness trends; today, we see a vitriol against wellness seemingly more vocal than that against Big Tobacco or Pharma. There can never be too much criticism and outrage at practices that, in the name of wellness, harm people (as we write, today's dangerous snake oil is "raw water"

and “coffee enemas”). But we need to remember that there is no greater medical evidence out there for anything than the impact that healthy eating, exercise, stress-reduction, sleep, and mental wellness have on human health. Criticisms of wellness culture can be strategically narrow.

And given that the wellness movement has been largely pioneered and dominated by women, one needs to ponder how much of the wellness bashing is misogynistic. You’d be hard-pressed to name another multi-trillion-dollar industry where women represent the “majority shareholders,” comprising most of the inventors, entrepreneurs and practitioners – whether in fitness, mind-body, spa, wellness travel or as HR leaders running workplace wellness programs. At the invite-only 2017 Global Wellness Summit (GWS) for the world’s top wellness leaders, 56% of the delegates were women. And 95-year-young Deborah Szekely won the first GWS award for Living a Well Life: As co-founder of Rancho La Puerta (1940) and the Golden Door (1958) she helped pioneer holistic, non-nonsense wellness (from fitness to healthy food) decades before the word was even used.

Insightful commentators¹ have recently argued that with the wellness movement women have essentially “created their own alternative healthcare system...a direct response to a mainstream medical establishment that frequently dismisses and dehumanizes them.” At a Summit panel, Carolee Friedlander, CEO of AccessCircles, pointed out that until 1993 women weren’t typically included in clinical trials, and until 2016, no female mice were mandated to be part of medical studies. If women have flocked to wellness as a supplement to traditional medicine that still doesn’t “solve” enough for their specific bodies and physical and mental needs, it has largely been women (who dominate in wellness) that have been doing some “solving” for them. Tacitly, if not explicitly, wellness has been very much a by women, for women, set of approaches.

If critics have name-called women’s self-care (and wellness in general) as self-indulgent and intrinsically apolitical – with the recent attacks on women and with the unprecedented stress

caused by our current maddening political, social and tech-overloaded moment – more people are saying “no.” They’re taking an unapologetic stance (including feminist and civil rights groups) that self-care is key to survival and its practices give everyone the strength to succeed in life, whether at work, as a family member, or as a social activist. As one insightful commentator put it,² at this moment, “It’s hard to not feel like self-care is innately political” – and what’s needed is the always tricky but right balance between self-care and social engagement. (And with so much fear, anger and violence around the world, it’s clear that too many people’s physical and mental wellness is far out of whack.) There’s increasing fatigue among women with people mansplaining (or womansplaining) that their self-care is selfish. And if women, instead of using #selfcare, used #Iworkharderforlessmoneyandtakecareofmorepeople, the point might be clearer, but it makes for one unwieldy hashtag.

A new wave of feminism – a new more political concept of self-care (less me, more us) – a growing realization that governments and medicine aren’t hurrying to “solve” for women’s bodies and lives – means that as we move into 2018, there are powerful new intersections between women’s empowerment, feminism and wellness. In a nutshell, a new feminist wellness is rising, and it makes sense, as the wellness world has been quietly “solving for women” for years.

And the women’s empowerment-meets-wellness trend takes so many crucial forms. We’re seeing a surge in new women-only clubs, co-working spaces, and collectives, designed for women to meet, network, support each other and each others’ businesses, and learn and be politically active together – served up with much wellness. We’re seeing a new brigade of women doctors, technologists and designers spotting unaddressed issues for women’s bodies and lives and creating an explosion of new “FemTech” to fix them: Whether putting fertility and hormone tracking in women’s hands, creating new solutions for menstruation, or just creating “smart” bras and clothing that actually fit a woman’s body.

If #WellnessSoWhite has been a disturbing reality (if sometimes overstated), we're seeing entrepreneurial women of color jump in to to solve for women of color: whether with new for-them fitness or yoga classes or beauty brands rolling out cosmetic lines to suit dozens of skin tones. More wellness travel will be squarely aimed at women's empowerment: whether safe extreme adventure travel for the solo woman – more retreats for women to heal emotionally (like post-divorce/break-up retreats) or those that help women get their sexual wellness back or are inventing much more women-empowering beauty programs.

Created by women, for more women, wellness will march strong in 2018.

FUELING THE TREND:

When It Comes to Economic Power, The Future Really is Female

While the World Economic Forum's latest "Global Gender Gap Report" shows that income parity at work won't happen for 200+ years, women globally have seen an extraordinary increase in economic power, and are the future of the world economy, while men are expected to suffer future declines. Experts agree that white male bitterness was a major factor in the U.S. election, and certainly part of the administration's backlash against women.

So much data...From 2013-2023, the global incomes of women will explode from \$13 trillion to \$18 trillion, and that \$5 trillion represents more than twice the expected growth in GDP from both China and India. By 2028, women will control close to 75% of discretionary world spending.³ In the UK it's predicted that, by 2020, women's pay will overtake men's, and that they will own 60% of wealth by 2025, with a similar figure forecast for the U.S.⁴ And women are massively gaining the education advantage. For example, women in the U.S. earned 42% more degrees than men in 2015 (to grow to 48% by 2022)⁵ – while in Britain it's predicted that a girl born in 2016 will be 75% more likely to attend university than a boy.⁶ As women's career success and spending power skyrockets, their spending on designed-for-them wellness will also soar.

Shift in Self-Care Concept: From Selfish Back to Political

Those analyzing the history of the self-care concept⁷ point to its radical roots: invented by oppressed communities that had to create their own wellness clinics when the outside world failed them. In the 70s, for instance, wellness was in-your-face political: Feminists opened wellness centers as alternatives to a medical establishment that they felt had left women nowhere; the Black Panthers started health/wellness clinics to serve their deeply underserved communities. Audre Lorde, self-described as "black, lesbian, mother, warrior, poet," is oft-quoted as declaring: "Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare." Then from the 80s to 2000s, when wellness, fitness and spa went mainstream and commercial, the self-care concept got severed from politics and became narrowly associated with wealthy women. Now, given the charged political and social moment, a more feminist self-care is re-emerging. Yes, the millions of #selfcare hashtags on Instagram picturing tricked-out hygge nests or expensive juice detoxes are a far cry from the Black Panthers. But more women honestly yearn for a model where caring for oneself and caring about politics and women's rights interweave, and more women want to support wellness businesses and products that tackle that issue and stake that claim.

In Women-Dominated Wellness Industry, Woman-Empowering Wellness Is a Natch

When it comes to entrepreneurship, women are gaining on men. In the U.S., 41% of new entrepreneurs are now women,⁸ while women-owned businesses jumped 45% from 2007-2016. In the latest Global Entrepreneurship Monitor, tracking 50+ nations from 2011-2016,⁹ women's entrepreneurship rates rose by 13%, while men's only increased by 5%. As noted above, there is no industry of its size that is so heavily dominated by women entrepreneurs and practitioners than wellness. It's odd that in the past this hasn't been discussed more (maybe women in wellness felt uncomfortable signposting that) – well, no more.

More female-founded wellness and beauty brands are putting the story of the woman founder and her journey (and a message of women's empowerment) front-and-center – and it's supercharging their brands. Pandora Sykes has called it¹⁰ “BFF Marketing” and described this woman-to-woman brand approach as, “Chatty, inclusive and intimate... predicated on the notion that a brand is your friend, and is designing products especially for you—it's the core narrative behind the rise of some of the most successful... beauty brands in the marketplace right now.” We would add that it's largely been women entrepreneurs that have yoked wellness to the fashion mechanism, which has made it powerfully aspirational (the healthier new retail therapy) and has blown up its global reach – why you can get your barre classes at the YMCA and the healthy food revolution reaches so deep. Wellness bashers bash wellness for the fashion-industry-like speed at which trends arise. But wellness guru, Dr. Andrew Weil, in his keynote at the Global Wellness Summit, argued strongly that “we need to make wellness more fashionable” – not less. Traditional medicine has done an awful job of inciting lifestyle change or making it fun or desirable. The feminist wellness trend is driven by the fact that women are the fastest-growing entrepreneurs (and wellness is very much their industry), and they're slowly getting more venture capital as people recognize women's spending power and increasing interest in buying products/services created by women for women. The wellness market has been tacitly doing woman-focused wellness for decades – now it gets more explicit.

New York's The Wing, part women's social club, part co-working studio, part beauty/wellness space, is that second empowering space for hundreds of NY women - more “coven” than sorority.



ASPECTS OF THE TREND

“Covens” of Community: Women's Co-Working Spaces, Clubs & Wellness Collectives

In 1929 Virginia Woolf wrote that for a woman to be successful, she must have “a room of her own.” What more smart women seem to want most now is a woman-only (and often feminist-forward) space where they can be with other strong women to work, network, make friends, empower each other, unwind and learn – with a lot of wellness often on tap. These women-only shared spaces, a much more “boss-lady” version of the old 19th century women's club, are popping up in North America and Europe at dizzying speeds. Some have a core DNA that's health and well-being, at others the focus is work and networking, but with wellness an increasingly strong side dish. All are aimed at giving women a safe – and usually very chic – place to have some face-to-face (as opposed to digital) sisterhood connection, and respite from a testosterone-heavy world. As Kate Percival, founder of London's famed woman's club, Grace Belgravia, puts it: “There's been a paradigm shift...increasingly women are seeking out other women's company...Women have become less competitive with each other, more embracing and there's a sorority that is stronger than ever.”

Examples:

New York's The Wing grabs serious headlines.

The part social club, co-working studio, and beauty/wellness space that opened in late 2016 in a glam pink-hued penthouse-loft space in Manhattan's Flatiron district, is that second empowering space for hundreds of NY women – aged 20s to 70s – whether CEOs, artists, lawyers, bankers, moms, doctors, academics or politicians. Founders Audrey Gelman and Lauren Kassan have described The Wing as “a coven, not a sorority” and “a place for women on their way.” While they have a powerhouse roster of members (from Tina Brown to Natasha Lyonne to rapper Remy Ma), they describe their operating principles as “career and racial and ethnic diversity” and they're both “unapologetically capitalist and activist.”

The Wing offers that lucky member (there's an 8,000 woman waiting list, at last report!) suave

work and meeting spaces; an all female-authors library; social events like serious lectures, craft seminars and a book club – even poker nights or “braid nights” with Glamsquad; and a healthy café. While wellness wasn’t in the original blueprint, stressful times changed that: They have luxe spa showers, a hair and primping salon, meditation, Reiki healing, and workshops on everything from managing anxiety to prenatal health. Sounds expensive? Their \$215/month membership fee is in line with most co-working spaces – and they’re soon launching a scholarship program. While not politically partisan (a Republican congresswoman is a member), political and feminist engagement is a major focus, whether sign-making parties for the Women’s Marches or breakfast with Planned Parenthood reps.

They’ve grown so blazing fast in just over a year that they’re about to go on their own global Women’s March. They’ve raised \$42 million, with a recent \$32 million from co-working powerhouse WeWork (who seems to be circling the wellness and women trend, as they just made SoulCycle founder, Julie Rice, Chief Brand Officer). This will help fund a U.S. and even global expansion: they’ve already opened in Soho, NYC, and in early 2018 they open in Brooklyn and Washington, DC – with predictions for locations across the country (and abroad). First up: LA and San Francisco. As they recently put it, “We’re ready for Wing world domination!” They’ve even just launched a print magazine, *No Man’s Land*.

London’s Grace Belgravia, founded by Kate Percival, is a toney club where the focus is on helping women achieve peak wellness – physically, mentally and emotionally – so they can perform at the top of their game. It goes deep, deep into well-being: with a Medical and Wellbeing Clinic full of international experts and therapists focused on prevention and aging well; an extraordinary spa and hammam; healthy restaurant and bar; and a gym specializing in woman-focused workouts. There’s also much food for the brain: With a calendar of events featuring experts on arts, fashion and culture – and panels with pioneers and academics exploring health in the 21st century.

WMN Space in LA, founded by Paula Mallis in 2017, is a women’s-only “wellness hub” all about collective healing. Set in a sunny space strewn with sheepskins and Moroccan rugs, WMN Space is an outgrowth of the women’s circles (a big wider trend) Mallis long held in her own home. And its packed program spans meditation, moon circles, voice and sound baths, movement and Ayurvedic nutrition – even a doula support group. And the plan is to open up the program to tween girls, who with their record levels of anxiety and depression, need some serious healing and female connection.

Verity in Toronto, founded by former investment banker Mary Aitken, is a vast work and wellness club that gives time-stressed women a place to network, forge relationships, and get support with their individual challenges. It features meeting rooms and a lounge, a fitness center, spa, pool, restaurant and hotel.

Woman’s co-working and community space, The Wing, with its 8,000-woman-long waiting list (and infusion of venture capital) is about to go on a U.S. and global expansion march.





WMN Space in LA, recently founded by Paula Mallis (center front), is a women's-only "wellness hub" all about collective healing – from moon circles to meditation. Photo credit: Mel Blanchard.

A plethora of others we wish we could describe! **Hera Hub**, which calls itself a "Spa-Inspired Co-working Space" for women (and the first international brand, with 6 locations in the U.S. and Sweden, and more coming soon). Notable at Hera Hub, like many of these spaces, are investor pitch nights for women and angel investment arms dedicated to finding them funding. At **Trouble Club** in London, held in glam places like Corinthia Hotel and the Groucho Club, the goal is to "enliven women's minds and expand their circle of friends" and "build a society of smart, woken women" – with evening talks by star women speakers on everything from politics and economics to art and film and sex. There's Brooklyn's (new) **New Women Space**, with its blend of co-working, wellness and female empowerment. There's **The Hivery** (Mill Valley, California) - **JIG+SAW**, **Paper Dolls** and **One Roof Women** in LA - the **Center for Social Innovation's The Women's Lab** and **SheWorks Collective** in New York City – and Toronto's **Shecosystem**.

The co-working industry is expected to boom in Asia, but for now, women-only spaces lag behind. But experts argue Asia is the next frontier and they're coming soon.

A Femtech Explosion: Women Innovators "Solving" for Real Women's Bodies

Women's bodies and women's needs over their body's lifecycle have gotten (understatement)

short shrift in just about every market direction – from contraception to fashion. Why? Because for so long men have been "designing" for bodies they can't even experience. One of the most exciting wellness trends, period (and yes, "solving" for women's periods is part of it) is the explosion of women doctors, technologists, scientists, designers and entrepreneurs unleashing a waterfall of smart, "I get it" products and technology solutions aimed at cracking the code for women's unique needs, bodies and sexuality. It's called "Femtech" and it's an extraordinary potential market (a year ago, CB Insights reported that 45+ Femtech start-ups had raised \$1.1 billion, and that's certainly grown since) and whole new landscape of female-founded companies. Called out in other 2018 trends reports (whether J. Walter Thompson's or Well+Good's ("Biohacking Women's Wellness")) – the Femtech revolution is absolutely central to the feminist wellness trend. And women-led companies are building everything from a smarter, less painful mammogram (Hologic) to smarter, cooler breast pumps (Willow).

Solving for Periods

Over the last couple years, young women have gotten uber-vocal, especially online, about their periods, smashing silly taboos about something as natural as rain - and inspiring a Femtech re-think of the menstrual experience. We've had start-ups like Thinx with (cute) "period panties" that replace (or be used as a backup to) tampons and

pads - or 100% certified organic, environmentally-friendly tampon subscription companies like Cora, with products synched to a typical menstrual cycle, and where each monthly supply bought gives back a month's worth of pads to needy girls around the world. There's a new crop of menstrual cups: medical-grade, insert-able silicon cups that catch blood in place of a tampon, and they're reusable (women use 17,000 tampons/pads in a life) and wearable during sex - like those from woman-founded companies Flex or Lunette from Finland. Higher tech: The MyFLO period app that lets you track and analyze your menstrual cycle like a scientist. It breaks down women's cycles into menstrual, follicular, ovulatory and luteal phases, and offers in-depth explanations of how your mood and energy levels will be affected, and how to make adjustments, by matching suggested activities to each period/symptom stage - from diet, to what kind of exercise to do. They also recently rolled out a subscription box of vitamin supplements to address the exact micronutrients lost over a period. Can someone now start solving for often debilitating period pain, that doctors say can be being as bad as having a heart attack?



Fertility & Hormone Tracking Apps - Disrupting Contraception and Fertility

One of the Femtech developments with powerful implications is new fertility cycle and hormone tracking technology/apps, which let women monitor and understand their fertility and hormones in real time. And which could disrupt unnatural, Pharma-based contraception and fertility strategies. A key development because more women want to get away from potentially dangerous synthetic hormone birth control for something more natural - and more women, not just pregnant women, see fertility and their hormones as a window into their wider health. These apps put their hormones/fertility in the palm of their hand - and whether the goal is to get pregnant - or NOT.

So many examples...Cycle-tracking app Clue (from Berlin) gets high accolades for its rich display of info and measures recorded: from when a woman is ovulating to heart rate variability. Female-founded, soon-to-launch Me.Mum is a smartphone camera attachment that detects mold-like particles in women's saliva signaling when she's most fertile. The one to watch: Sweden-based Natural Cycles, the first app to be officially approved as a valid form of contraception (by the EU in 2017, paving the way for expansion). Co-founded by Dr. Elina Berglund (a nuclear physicist who was part of the team that won the Nobel Prize in Physics in 2013), this digital contraception, algorithm-based technology detects a woman's ovulation and her fertile days (with daily, under-tongue temperature checks), also taking into account other factors like period cycle irregularities and sperm survival. The app tells women when it's a "red day" and they're likely to get pregnant or a "green" day when she's not fertile. More than 500,000 women in 161 countries now use it, and their study on 4,000 women

Game-changing Femtech: new fertility-tracking apps, which let women monitor their fertility in real time. Natural Cycles, the first app to be officially approved as a valid form of contraception, tells women when it's a "red day" (she's likely to get pregnant) or a "green" day (when she's not fertile).

showed it to be 93% effective with typical use – while oral contraceptives are 91% effective with typical use, according to the FDA! They’ve raised \$30 million in funding to aid global expansion – and very much want to bring it to the U.S., which the FDA could well approve.

Other innovations: Qurasense plans a smart pad that tests the hormones in menstrual blood, while Bisu’s smart toilet could soon check your urine for signs of ovulation. With NextGenJane, technology meets tampons, as a device in development that tracks hormones and fertility, but also wants to clue women into things like cancer and STIs –working like a natural monthly biopsy- because what women expel each month into their tampons can tell them many important things. The new UK website, wearemoody.co.uk calls itself a digital ecosystem for hormones, cycles and moods. Women build a profile, then get personalized advice on how to balance hormone cycles and symptoms. In 2018, it will launch the app MOODY-U, which tracks and predicts your mood and hormone cycles by connecting data such as steps taken, sleep, sex, and your exact menstrual cycle right into your calendar – so you can plan the moods and hormones headed your way in the month ahead.

Solving for HER Pleasure & Sexual Wellness

Back in late 2015, the authors of this report issued a trend (under another organization) called “Sexual Wellbeing: Taboo No More”¹¹ – which dove into the many innovations happening in sexual wellness for women, and whose point was that finally, sexuality needed to be placed firmly under the “wellness” column. We were a couple of years early. As it’s really now that sexual pleasure brands are strongly aligning themselves with wellness, and sex is fast shedding its taboo status, thanks to young people. No matter, in those two years the made-by-women for-women sex tech solutions have only spawned: from vibrators that zero in on women’s pleasure, to supportive online “sex ed” solutions, to devices that strengthen the all-important pelvic floor.

“Sex toy” seems a rather childish descriptor for the new profusion of women’s vibrator and pleasure technology: they’re hi-tech, high quality and highly sophisticated. One example: buzzy vibrator innovator Dame Products, started by two young women (one an MIT engineer, the other a sexologist), has a burning mission to “solve” for the best clitoral stimulation possible.

Aging and childbirth take their toll on women’s pelvic floor muscles, which can diminish sexual pleasure and cause loss of bladder control and pain during sex. A whole slew of hi-tech devices are stepping in to make those nobody-wants-to-do-them Kegel exercises a snap. Bluetooth-enabled, egg-shaped Elvie was an early mover and tracks the efficacy of Kegel exercises (via motion sensors) and then connects to a smartphone app to provide biofeedback, as well as gamifying the exercises: you keep a little ball bouncing if you’re doing them right. More such devices are on their way in 2018: like Joylux (recently launched in Europe and headed to the U.S.), whose vSculpt technology zaps the pelvic floor muscle with sonic vibrations to build up its strength.

Because women lack supportive, expert-led places to talk openly about sex and their pleasure, Andrea Barrica, a former Silicon Valley venture partner, just launched O.School, a virtual platform where women and gender-diverse people can get the shame-free “Sex Ed we all should have had.” It offers pleasure education through live streaming workshops and moderated chats featuring 65+ diverse sex educators (called “Pleasure Professionals” – and half are people of color, 15% non gender conforming or trans) to explore everything you want to ask or know about sex.

When it comes to women’s sexual pleasure and the smart tech to empower it, inhibitions are falling fast. One example: Last fall, the women’s sex toy brand Hot Octopuss held a pop-up in NY called The Changing Room where women could get an “orgasm makeover.” In 2 days, 1,000 women attended.



Clothing For Real Women's Bodies

If sexy bodycon clothes were once a signpost of women's freedom and empowerment, now a new covered-up, loose, unstructured, even dowdy, look is the new power dressing for women. As *The New York Times* chief fashion critic put it, "Modest fashion is the defining trend the 2010s," a "feminist signaling" that you're opting out of sexy beauty standards for a "conceptual, better-than-thou" fashion.¹²

Fashion is also getting more feminist by finally acknowledging the actual size of real women's bodies. Forty percent of women globally are overweight; over 50% of women in Europe and the Americas are; and 67% of U.S. women qualify as plus-sized – yet their need for designer clothes that look and fit great has been grossly underserved. Women-founded companies are now fixing that. A shining example: Universal Standard, launched in 2017, with their cool, simple garments specifically designed to flatter women sized 12-28...and the company will replace clothing for free for a year with a new size, for whatever reason. The eye-opening growth for companies that take plus-sized women seriously

A new feminist fashion is addressing the actual size of women's bodies: Universal Standard makes cool, simple garments engineered to flatter and fit women sized 12-28.

is rippling across the fashion industry: to stop ghettoizing larger women in the shopping experience Nordstrom's recently combined plus-sized clothing with the rest of its lines, and so many more plus-sized models are strutting the fashion catwalks.

Women-founded start-ups are also "solving" for women's clothing pain-points. For instance, Evelyn & Bobbie, using a team of female engineers, reimagined the bra to rid it of its torturous underwire, inventing a wire-free, seamless bra that works by redistributing weight from the shoulder to the torso, and you can order it to exactly fit your waist and bust size.

Women of Color Revise #WellnessSoWhite

The wellness industry has long - and extremely justifiably - been criticized for projecting a very narrow image: a tall, young, skinny, white woman. (It's maddening for women of color, and just about most women). #WellnessSoWhite has been a stubborn reality, a serious problem with representation, even though spa, beauty, travel and fitness companies know firsthand that women of color are very passionate about self-care and a powerful customer base.

In 2018 we'll see change. We'll see more entrepreneurial women of color solve for women of color: whether with designed-for-them yoga classes and wellness retreats or beauty brands rolling out inclusive cosmetic lines to reflect the actual spectrum of skin tones. And we'll see more women of color become more visible and powerful in wellness generally, whether as fitness influencers or company founders – remaking wellness as a much less white space. Perhaps it was telling that *Vogue's* January 2018 issue featured Kenyan actress Lupita Nyong'o (a crucial voice speaking out against Harvey Weinstein) on the cover, in yoga tree pose atop a paddleboard, with the word "wellness" splashed across the cover.

There will be more fitness and yoga classes and wellness retreats designed as empowering sanctuaries for women of color. The pioneer was Black Girl in OM from Chicago, a multidimensional wellness brand that “creates space for women of color to breathe easy”: a collective of classes (like Self-Care Sundays), health workshops, and an online publication and podcast Om that reaches women of color well beyond Chicago. Women of color are launching wellness studios for people of color generally, like Yogahood in London, founded by Sanchia Legister, whose sold-out classes have an urban vibe that’s a far cry from the usual canned spiritual gong soundtrack. And Legister has recently launched Gyal Flex, “the urban face of well-being,” a class that fuses hip-hop with meditation. Oya Retreats, the first yoga retreat for

women of color in the UK, recently launched, and branched out to urban yoga retreats in London. In the U.S., Elyse Fox founded Sad Girls Club in 2017 to create a real-life community for young women of color with mental health issues.

There will be more wellness media platforms for women of color, like OMNoire, launched in 2017 by serial entrepreneurs, Christina Rice and Amber Forester, which encompasses yoga, meditation and spiritual growth, as well as holding wellness retreats throughout the year. Their first (sold-out) retreat was held last fall in Grenada, attracting women of color from around the world.

The beauty industry is getting an inclusivity shake-up, finally creating products beyond the old “three shades of brown” for women of color – with

More fitness and yoga classes designed to be empowering sanctuaries for women of color are coming - like pioneer, Black Girl in OM from Chicago. Photo credit: Deun Ivory.





Tough and transformative adventure travel for women is on the serious rise. More women now seek—and associate wellness with—a high-adrenaline surf retreat or climbing to Machu Picchu than a lazy spa weekend.

new product lines exploding any old-school belief that darker skincare doesn't sell. The big story in 2017: the launch of pop star Rihanna's beauty brand, Fenty, a cosmetics line that includes foundation in 40 shades. It has lit up social media on the topic of diversity in beauty, and raked in a cool \$72 million in earned media in its first month. *Vogue* named it (and greater inclusivity in beauty generally) a top 2018 beauty trend, saying Fenty Beauty "singlehandedly changed the conversation," and NDP Beauty UK argues that you can expect to see more brands following this strategy in 2018.

More women of color will stake their rightful space in wellness in 2018: whether entrepreneurs like Latham Thomas, whose Mama Glow is a wellness resource for new and expecting mothers, or practitioners like yoga guru, Jessamyn Stanley.

Wellness Travel Squarely Aimed at Women's Empowerment

Most wellness travel is aimed at women, and there are a gazillion female-only wellness retreats each year, each bent on the physical, mental and spiritual empowerment of women. In the past though, you could say that women's wellness travel has been more about comfort than epic challenge – more pampering by the pool with your BFF – or where the psychology of empowerment offered up is rather "soft" (lots of "unleash your goddess" getaways). Somehow, women's-only travel used to get met with a "how sweet" response. Now, more wellness travel for women actually reflects some key elements of our fourth wave of feminism moment: wilder and tougher, less orthodox and more creative, a little less about me than we, and where, whether feminism is or is not a proud political tag you wear, it's still essentially your lifestyle choice. It would be impossible to describe even a fraction of the new directions wellness travel is taking to empower women...here are just a few.

Pampering? No, Tough & Transformative Adventure Travel

More women travelers now seek - and associate wellness with - a high-adrenaline surf retreat or climbing to Machu Picchu than a lazy spa weekend. Yes, millennials are a big factor here, but the average adventure traveler is a 48-year-old woman.¹³ There's a growing slate of women-only adventure travel companies where the key "wellness" served up (besides the physical challenge and female bonding) is the personal growth that happens when you bust far out of your comfort zone, go off the grid into nature, and tackle an intense physical adventure with other fearless women - even if you're traveling solo.

A standout: Adventure Women, run by women (a mother and her two daughters), that leads groups of women on intrepid adventures all around the world. And even more epic adventures for women will be available from the company in 2018: whether exploring Iceland by horseback or trekking through wild Mongolia with Eagle Hunters. You can feel their feminist vibe: before a trip their reps answer all traveler questions, like where they will be able to access tampons or birth control abroad. Another standout: female-founded WHOA Travel (which stands for Women High on Adventure) that has taken women on "kick ass" adventures in 65 countries, and 2018 expeditions include a trek to the base camp of Mount Everest and Kilimanjaro trips (one will culminate on International Women's Day.)

Like many of these women adventure travel companies, WHOA doesn't just focus on the wellness of their travelers, but is committed to social justice for women and children who live at their destinations: for instance, for their Kilimanjaro treks, guests stay at a non-profit hotel that funds a local school and traveler fees sponsor two local women to join every climb. Damesly, which is focused on creative and professional women, blends adventure with professional networking and skill building - combining volcano hikes in Iceland and surfing lessons in Hawaii with workshops on topics like video editing.

Painmoons: Women's Wellness Travel Gets Real about Anger & Sadness

On social media everyone projects that perfect life: another amazing, exotic trip - another dream wedding. And much of wellness travel is geared to all those happy "women's milestones," those markers that are supposed to be part of a happy woman's life: honeymoons, bachelorette parties, babymoons, etc. Now more wellness travel for women acknowledges that women's lives (like everyone's) include divorce, breakups, grief, loss, anger, fear, a loss of sexual happiness, etc. Call them "painmoons," or tough turning-point wellness travel, more retreats are getting real about the fact that people going through rough chapters need wellness the most - and more retreats will be focused on helping them get past it, with a more creative roster of emotional healing approaches, whether your issue is heartache post-breakup or pain from thinking you're not beautiful enough.

More wellness retreats will be specifically focused on healing after break-ups, like the UK's Orchid City and Spa's new "Divorce Parties", packages designed for newly divorced women to do some healing with their friends. More retreats will be about getting support for any kind of emotional or life-challenging situation, like Kamalaya in Thailand's new "Embracing Change" program, which uses a whole arsenal of emotion-focused wellness tools to restore people's emotional balance after loss, break-ups, work issues, anxiety or grief.

More all-women's wellness retreats will go further "out there" to tackle women's pain, anger and negative feelings about their body and sex. Take Borgo Egnazia's inhibition-shattering, three-day Tarant Program (the resort is in a village in Puglia Italy), which is designed for "women with a shattered soul in need of revolution." They purposely keep the details of the retreat secret "to expand women's trust capabilities," and it may be a smart strategy because many women might initially shy away. The program is all about wild catharsis about matters of the heart, whether you've just suffered a breakup or your sex drive is gone. Sessions span everything from dancing to drums, "laughing and screaming in primordial ways," tambourine banging, (simulated) sword

fight, “intense sessions” with the resident shaman, and some mind-melting treatments in the underground candlelit spa...All aimed at transforming women’s feelings of sadness, anger, embarrassment and self-loathing into a heady new self-empowerment.

Beauty Gets a Brain

The beauty market is the \$1 trillion beast in the \$3.7 trillion wellness market, and the goal of a solid chunk of women’s wellness travel is explicitly to get that “beauty transformation.” But what “percentage” of beauty, which often involves an egocentric and relentless seeking of perfection - and women embroiled in competition with, and criticizing, each other - is actually “wellness”? What percentage of beauty is essentially “brainless” or doesn’t take into account the complex ways that our brain impacts our beauty? Or explores the difference between “looking beautiful” and “feeling beautiful” and how they’re related? The beauty market hardly ever goes deep on these issues.

But a soon-to-launch program at Six Senses resorts, their new Holistic Anti-Aging clinics, will be the first to tackle these exact issues head-on and firmly put the “brain” back into the beauty equation (and brain transformation as a key path to true beauty). It’s a real first, and is designed to be a far more woman-empowering approach to beauty. The program marries advanced topical beauty with “inner” beauty approaches like nutrition, hydration and sleep - as well as “solving” for the connection between beauty, the skin and the brain. They’ve engaged neuroscientist Dr. Claudia Aguirre (along with other beauty-and-brain experts) to make this happen.

The program has three phases (cleanse+restore+nourish), and each phase includes approaches that tackle topical beauty, “inside” beauty, and brain beauty. The “brain beauty” program involves everything from a (Day 1) “brain purge” where guests write down what they don’t like about their looks and then engage in a private ritual where

they destroy the pieces of paper, while working to identify what they do like about themselves. On the second “clean slate” day, the guest identifies what habits they want to shed and those they want to add and then works with a coach to set a plan. In the second phase clients write in a gratitude journal morning and night; in the third phase they practice LKM (Loving Kindness Meditation) - with meditation and education on the skin-brain connection heavy throughout. The program launches at Six Senses Kaplankaya in Turkey in May, and will then roll out to Six Senses properties in Cambodia, Ibiza, Marbella, New York City, Portugal...and more.

It’s a sign of the future: not just more mindful beauty, but brainier beauty - with more woman empowering and, yes, feminist, beauty approaches to come.

THE FUTURE

Despite three prior waves of feminism, women’s bodies, lives and needs still remain powerfully underserved. So we will only see more woman-founded companies continue to “solve” for what more women (whether young, old, or women of color) most authentically need in work and community spaces, fitness, travel, sexual wellness, beauty and technology. After centuries of not “solving” for women, there seems an endless amount to do. If the wellness industry has been tacitly “biohacking” aspects of women’s wellness for a couple of decades, in the future, the women-empowering message in wellness looks to get more explicit - while the parameters of what constitutes “wellness for women” will radically expand.

We need a “Wellness Fast 50” ...or “100”... or “500”, and while there would be many extraordinary men and male-led companies on it, we could then clearly visualize and track just how powerful women entrepreneurs and thinkers are in wellness, so more women and VC funds could support them.

The recent feminist wave has spurred this wave of for-women, by-women wellness. But feminist climate or not in the future, this trend all comes down to one powerful, undeniable fact: the sheer global growth in women's spending power (and education and knowledge power) – with nearly all leading economic thinkers agreeing the financial and economic future is female.

This trend has been about more woman-empowering wellness, but a natural (not paradoxical) outgrowth of that will be a serious rise in more wellness for men: men solving for men's bodies, minds, lives, and sexuality. Because if women were powerfully underserved in medicine - you could say that men have been similarly underserved by the wellness market. We'll see more companies appear that zero in on male health issues. Like the new Hims platform, with content and products that aim to "remedy a deficiency in the men's wellness space." And while most of these new platforms now focus on men's sexual health, they will ultimately go deeper - into men's mental, emotional and spiritual well-being.

ENDNOTES

¹ See: *Quartz*, "Women are flocking to wellness because modern medicine still doesn't take them seriously" – Annaliese Griffin, 6.15.17

² *Quartz*, "Wellness Is Political in the Age of Trump" – Noël Duran, 11.9.17

³ *Ernst & Young*, "Women: The Next Emerging Market" – 2013

⁴ *The Telegraph*, "Womenomics: Why Women Are the Future of Our Economy" – 4.27.15

⁵ Economist Mark J. Perry, 5.2015

⁶ *BBC News*, "Why Do Women Get More University Places?" – 2017

⁷ See: *Slate*, "A History of Self-Care: From its radical roots to its yuppie-driven middle age to its election-inspired resurgence" – Aisha Harris, 4.5.17

⁸ Kauffman Foundation report, 2016

⁹ American Express, "State of Women-Owned Businesses Report", 2016

¹⁰ *Business of Fashion*, "How BFF Marketing Became the MO for Women's Direct-to-Consumer Brands" for Business of Fashion" – 10.23.17

¹¹ Spafinder, Wellness Trends for 2016: "Sexual Wellbeing: Taboo No More"

¹² See: *The New York Times*, "Modest Dressing, As a Virtue: What's Really behind Fashion's – and Women's – Love of Concealing Clothes?" – Naomi Fry, 11.2.17

¹³ Adventure Travel Trade Assn. data, 2015



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