



THAI SPA & WELLBEING SUMMIT 2019. SUSTAINABLE SPA & WELLNESS TRENDS

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What are we here to talk about?

Trend...

a **general direction** in which something is developing or changing

Sustainable...

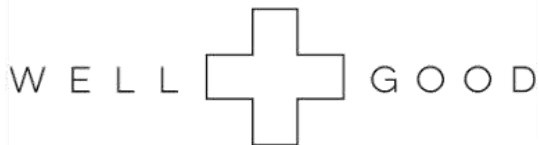
...able to continue a defined behavior **indefinitely**.



Spa & Wellness Trend Sources



DAYSPA



SPA+CLINIC



Healthista

SPAFINDER



Forbes



GLAMOUR

american spa



BAZAAR
UK

SUSTAINABLE TRENDS

1. Wellness Everywhere
2. Clean Living
3. Blue Beauty
4. Plant Power
5. Rest & Recovery
6. Wonderful Women
7. Better Brains
8. Altered States
9. Getting Personal
10. Tech as Therapy



I. WELLNESS EVERYWHERE



- Home
- Workplace
- School
- Seniors' Living
- Communities
- Retail
- Travel
- One-Stop Wellbeing



i. Wellness at Home



Air Purifiers



Water Purifiers



Probiotic
Homecare



Smart
Appliances



Fitness On-
Demand



Pro Equip at
Home

...plus interest in
Wellness Communities
(private) and Healthy
Cities (govt) continuing
to rise.

ii. Workplace Wellness

- UK, 2017: 12.5 million days were 'lost' due to work-related stress, depression or anxiety.
- Almost 25% of people always feel stressed or anxious due to work.



Nature + Healthy
Light



Dedicated
Wellness Spaces



Active Furniture



SmartFuture
Health Check Kiosk

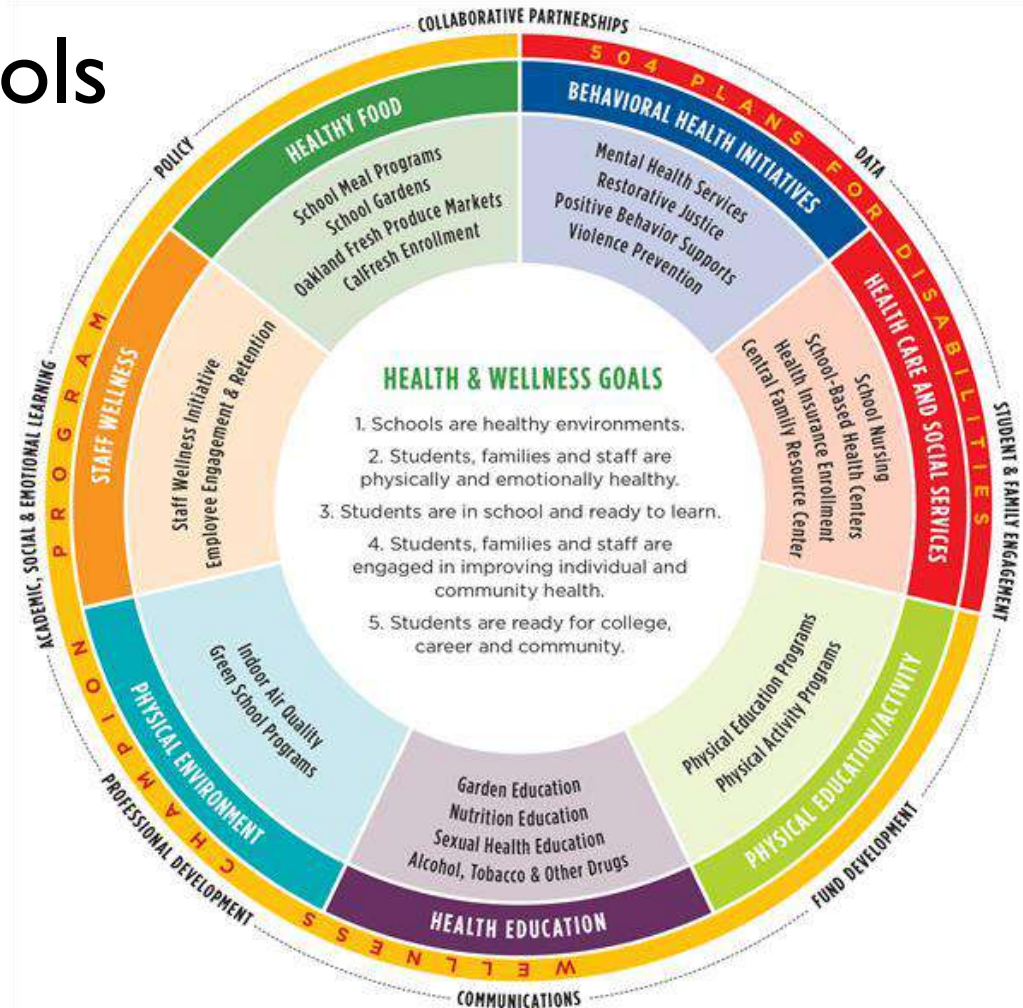


Subsidised Healthy
Food



Seminars &
Workshops

iii. Wellness in Schools



iv. One-Stop Wellness Centres



- Diagnostics
- Wellness programming
- Nutrition & Naturopathy
- Fitness
- Mind Therapies
- Functional Medicine
- Holistic (Detox, Energy)
- Traditional Medicine
- Physiotherapy
- Aesthetic Bodywork
- Spa & Beauty



v. Wellness Travel



Airport
Experience



Inflight
Wellbeing



Healthy
Business Hotels



Wellness
Retreats

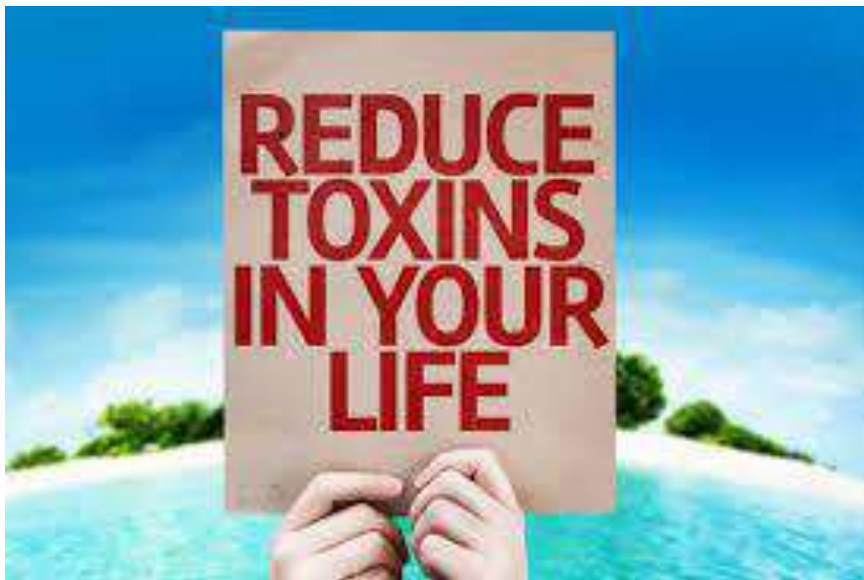


Wellness Hotels
& Resorts



Wellness Time-
Share

2. CLEAN LIVING



i. Clean Food

- Vegan
- Dairy-alternatives
- Ketogenic diet
- Indoor farming



ii. Clean Personal Care

- Natural products: food-based
- free of — parabens, GMOs, chemical preservatives, gluten, synthetic colours and fragrances, sulfates, phthalates
- Certified Organic, COSMOS or Ecocert Certified
- No plastic packaging



iii. Pollution Protection

- Anti-pollution skincare
- Blue-light protection
 - Disrupts circadian rhythm
 - Free radicals -> wrinkles, pigmentation

The advertisement is a horizontal banner with a dark grey background. On the left, there is a photograph of a woman with long red hair, wearing a white blazer and black pants, sitting cross-legged on a grassy field. She is holding a laptop. In the background, there is a city skyline under a cloudy sky. To the right of the photo, the text "Future-Proof Your Skin!" is written in large, white, sans-serif font. Below this text is a yellow button with the text "FIND OUT MORE!" in black. To the right of the button is a yellow spray bottle with a silver nozzle. To the right of the bottle, the text "Introducing" is in white, followed by "Urban Anti-Pollution Essence" in large, bold, yellow font. Below this, the text "Your Daily Safeguard Against Pollution and Environmental Stressors" is written in white.

3. BLUE BEAUTY

- Beyond 'Green'
- Coined by Jeannie Jarnot, founder of [Beauty Heroes](#),
- Natural, 'clean' products
- Green: sustainably sourced, responsible packaging
- **PLUS cruelty-free**
- **PLUS contribute to the greater good of the planet and society.**



AGENT NATEUR



- Ingredients: non-GMO, wild crafted or organic
- Minimalist packaging.
- Because of their cool climate in their production facility, they don't use any air-conditioning or fans.
- Donates to holistic breast cancer foundations and HealthCorps - **teaching high school students the importance of eating organic and meditating.**





- Supports small local Hawaiian farmers who practice sustainable farming by tradition.
- Compostable packaging made with vegetable ink and wind energy.
- Packaging origami-style folding box, to eliminate the need for toxic glues.
- Production powered by solar power energy.
- **Donate to programs that reforest Hawaiian native plants.**



FREE SHIPPING
IN CONTINENTAL US
OVER \$50



CRUELTY-FREE
NATURALS &
ORGANICS

SEARCH



NEW & IN SEASON

BODY

FACE

BATH & SHOWER

ORGANICS

FRAGRANCE

GIFTS

RESCUES

FARMANAC



[HOME](#) > RESCUES

At our FarmHouse Fresh Ranch, we dedicate Team hours toward our own animal rescues and funding to help local rescue groups save forgotten and abused animals. Every purchase you make from FarmHouse Fresh helps us help them. Below are some of the ways your purchases are making a difference.



Donkey Family Rescue



A second chance for Bernie



Getting Otis Up, Onto His Feet





- Cotton is certified grown without agricultural chemicals or chemical fertilizers through a social project that supports independence for farmers in disadvantaged communities.
- First 100% wind powered factory in Japan (2002).
- International OEKO-TEX standard 100 – proves 100% safe for babies and small children.
- Use non-toxic reactive dyes that are free of heavy metals, and do not fade in the wash.
- Ozone bleaching methods which use far less chemicals and energy than common bleaching methods.
- **Donates 1 well/year to the farmers of Tanzania** to improve and support the living conditions.



4. PLANT POWER



i. Healing Power of Nature



Doctors now
prescribing
time in nature.
(GWI)

ii. Plant-Based Diet

- Vegan – fastest-growing food trend – esp. Millennials
 - Sustainability
 - Animal cruelty
- Also fast-spreading to personal care & fashion
- Many emerging restaurants
 - Not all healthy!



iii. 'Botaniceuticals'

CBD

- Deregulation -> proliferation.
- THC (active): reduces nausea, wasting in AIDS & cancer, epileptic seizures, multiple sclerosis, glaucoma and chronic pain.
- Microdosing for pain & anxiety
- Expect spa-like dispensaries and cannabis clubs

Mushrooms

- reishi, tremella, cordyceps



iii. 'Botaniceuticals' (cont'd)

- Adaptagens (Stress)
- Ayurvedic medicine
 - Ashwaganda, Tumeric
- Thai Traditional Medicine
- Botanical Actives in skincare
 - Anti-pollution/blue light
 - Bakuchiol – retinoids without the irritation



Butterfly Ginger, blue-light protective

5. REST & RECOVERY



i. MicroBreaks

- Sitting for long periods shortens your life:
 - Greater risk of heart disease, obesity & diabetes
 - Musculoskeletal imbalances
 - Spinal degeneration
 - Impaired breathing and energy
 - Interferes with LPL (fat metabolism)
 - Poor breathing -> stress hormones
 - Higher risk of developing depression
- Sitting >8 hrs a day has a risk of dying similar to the risks of obesity and smoking
- Apps: take a break every 30 mins.
- Stand while talking on phone or watching TV
- Standing desk
- Walking meetings



ii. Relaxation

Chubby Cloud, Anya Hindmarsh



iii. Sleep

- Aromatherapy
- Supplements
- Coaching
- Apps & Trackers
- Smart mattresses
- Non-blue lighting
- Sunlight alarms
- Light & sound sleep masks
- Bed coolers



iv. Digital Detox

- Adults spend ave. 9 hrs 22 min. every day in front of screens.
- Causes: disturbed sleep, body pain, deterioration of eyesight, free radical damage & higher levels of anxiety.
- Addiction to social media & digital devices is serious and can cause lasting side effects.
- Digital detox - taking time away from digital devices and screens.
- Create rules or rituals for being phone-free.
- Digital Detox retreats.



v. Recovery in Fitness

- Cortisol-Conscious workouts
 - ‘no pain, no gain’ outdated; stress hormone can undermine results
- Emphasis on Recovery
 - Shorter, more intense workouts
 - Adequate recovery time
 - Restorative therapies
- Stretch classes



6. WONDERFUL WOMEN



i. Gender Equality at Work

- Historical bias: woman do same job, lower pay than men.
- Bias 'picked up' and perpetuated by AI algorithms.
- Job search skewing to male targets for high income jobs.
- Facebook now actively monitoring its algorithm for bias.



ii. Body Neutrality

- 'Death of Weight Loss'
 - Weight Watchers now WW 'Wellness that Works'
- Real bodies used in marketing:
 - All shapes
 - All shades
- "Seeing your body as a vehicle that - when treated with care - helps you move about the world in a way that brings you joy. No thinking about how you look, either good or bad."



iii. Fem Care

- Grooming 'big bush' energy'
- Intimate hygiene ranges
- Intimacy products



iv. Hormones

- Fertility levels declining
 - affects ~1 in 8 couples
- Endometriosis
 - affects 10-20% women child-bearing age
- Managing Menopause
- Functional medicine approach:
 - Stress management
 - Detoxification
 - Nutrition
 - Metabolism (body comp)



v. Menstrual Health

- Menstrual Fitness
 - Classes to ease menstrual pain
- Period Panties

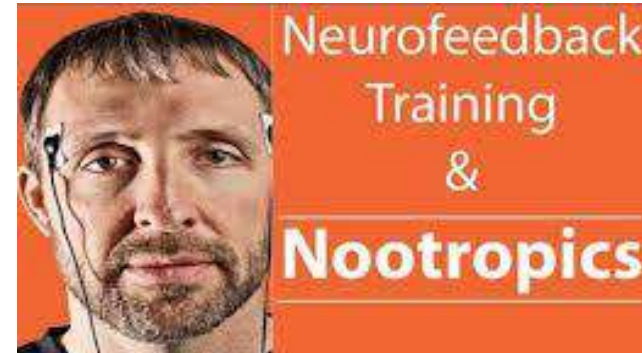


BETTER BRAINS & ALTERED STATES



7. BETTER BRAINS

- Two aspects
 - Emotional health
 - Cognitive function
- Brain Training
- Nootropics
- TDCS – transcranial direct current stimulation
- Deliberate cultivation of flow state for performance



8.ALTERED STATES

- Meditation – the fastest growing health trend
- Breathwork
- Elevated emotional states
 - Gratitude
 - Forgiveness
- Psychedelics
- Microdosing LSD and psilocybin
- Floatation, for skill development
 - navy seals learn a language in 1/4 of the time using float tanks



9. GETTING PERSONAL



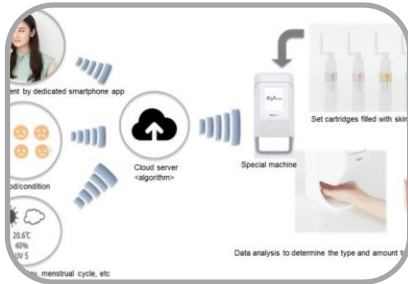
Diagnostics



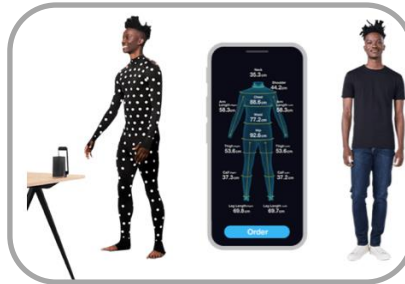
Personalised Programs



Personalised Diet & Supplements



Personalised Skincare



Made-to-Order Products



AI-assisted Services

i. Diagnostics

More sophisticated:

- Genetics
- Microbiome
 - 4 bugs per 1 cell
- Functional Med Tests
 - Food intolerance
 - Hormones
 - Metabolism



ii. AI-Assisted Services

- Facial recognition for improved service
- Robotic surgery
- *Coming soon:* coaching & counselling



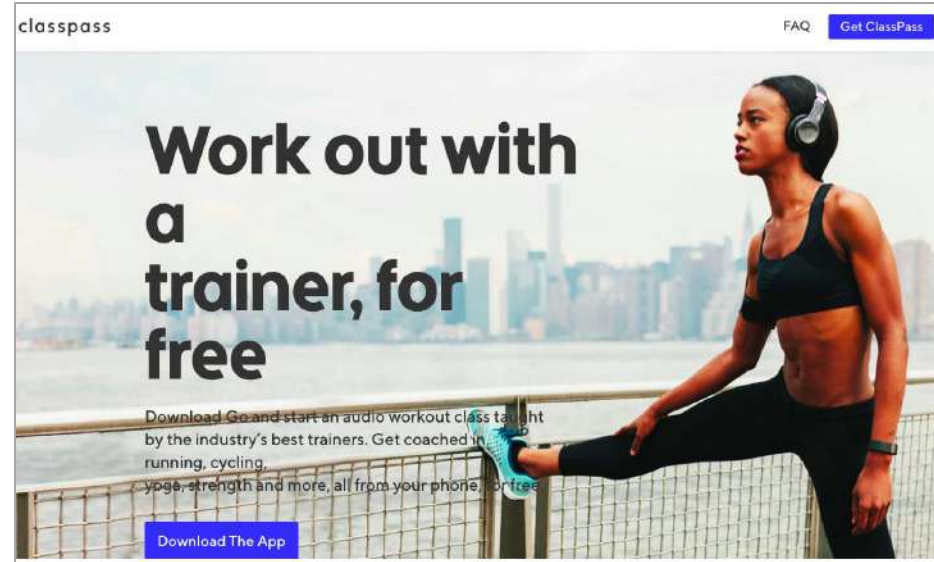
10. TECH AS THERAPY



i. DIY Apps



- Headspace: leader in meditation.
- ClassPass Go: >600 guided fitness sessions
- Amazon's Audible – Aaptiv guides you through fitness, meditation and sleep.



ii. VR and AR

- Relaxation
- Cognitive behavior therapy
 - Phobias and anxiety
 - PTSD
- Enhanced learning



Be Relax, Dubai Airport

iii. Digiceuticals

- Apps prescribed by a doctor - instead of, or in conjunction with, medications to treat and manage conditions such as:
- Diabetes, chronic pain, addiction, schizophrenia, posttraumatic stress disorder (PTSD), and depression.
- GWI: in U.S. Jan-Jun 2018 - 200 deals; cumulative investment of \$3.4 billion



SUMMARY



1. Wellness is Everywhere - how will you integrate?
2. Clean Living – how do your products compare?
3. Blue Beauty – how can you give back?
4. Plant Power – consider botanicals
5. Rest & Recovery – it's more than just massage!
6. Wonderful Women – meet more of their needs
7. Better Brains – for performance and happiness
8. Altered States – helping clients transcend
9. Getting Personal – personalised systems essential
10. Tech as Therapy – is it right for your business?

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THANK YOU!

