



FUTURE SHIFTS IN WELLNESS

There are countless Health & Wellness products available today. As business operators trying to support our customers' Health & Wellness needs and preferences, the goal of staying abreast of the latest (and future) trends even outside of foodservice is important.

The goal of this report is to explore the future shifts in wellness as identified by leading industry experts during the **2015 Global Wellness Summit** held this past year in Mexico City, Mexico.

Topics covered run the gamut from housing, travel, and technology to major shifts in healthcare.

We hope you enjoy this unique report and find the information and insights it offers to be of use in preparing your business for the future shifts in wellness.



**GLOBAL WELLNESS
SUMMIT**

Per Serving
Calories 310

Total Fat 7 g

Saturated Fat

Trans Fat 0 g

Polyunsaturated

Monounsaturated

Cholesterol 5 mg



CRACKING THE CODE

For years there has been talk that cracking the human genome code would be the solution to eliminating a variety of diseases. Dr. Deepak Chopra states that changing our lifestyles through healthy food, exercise, and sleep, along with altering our consciousness through meditation and stress management, can transform our health. Current research is pinpointing approximately 20 genetic markers that are actually changeable by healthy living. If we could reverse the gene's state to keep the good while eliminating the bad – then science could theoretically cure cancer, slow aging, stop obesity and more.

WELLNESS HOMES

More homes, communities and even whole cities are being master-planned from the ground up for human health. Wellness living projects, which often re-think every aspect of residents' lives from green spaces, to education, to interior air quality, are certainly good for people, and according to real estate developers, are good for the bottom line too.



STEALTH HEALTH

Wellness will no longer be “something you do” but rather become integrated seamlessly into where we live (our homes and workplaces) and into the very fabric of our lives. Among these advancements will be clearer labeling of food and beverage ingredients and production processes, including transparent information on the use of GMO crops or pesticides.

DIET HYSTERIA TO SANE EATING

Our obsession with the latest superfood or diet trend has many experts suggesting that we are experiencing a collective, global eating disorder. Nutrition experts noted that what we eat has changed more in the last 40 years than it has in the previous 40,000. Superfoods are on a collision course with sustainability. The future points to clean, authentic, sustainably sourced foods and a welcome return to eating as pleasure.



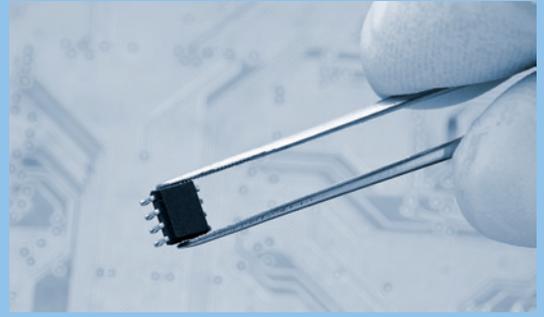
TRAVEL WELL



Experts agree that wellness will continue to take on a larger presence in the destination resort space, and that the heart of wellness tourism is a “transformational experience:” less about the destination and more about how the experience alters a person's wellbeing – mind, body and soul. Wellness will be paired with every travel category imaginable i.e. “wellness & adventure,” “wellness & food & wine,” etc.

TECHNOLOGY BREAKTHROUGHS

Dr. Deepak Chopra noted, "Technology is neither categorically good nor bad; it's all how we use it." Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky "wearables" seem outdated, and will usher in a new era in precision, preventative and personalized medicine. Eat a cheeseburger and you will quickly see exactly what the precise impact is on your health markers.



CULTURES OF WORKPLACE WELLNESS

Traditional workplace wellness programs will evolve into more meaningful cultures of total wellness tackling everything from physical, to emotional to financial wellness. Companies will begin to measure success on ROV (return-on-value), the extent to which happy, healthy workers reduce healthcare costs and drive recruitment, retention and profits.

INTEGRATIVE HEALTHCARE

Medical experts have talked about integrative medicine – the coming together of traditional medicine with preventative wellness approaches – for decades. Experts agree that integrative medicine will increasingly move from theory to mainstream practice as healthcare shifts from a disease-management focus to a prevention-focused mindset.

Medical centers around the U.S. have or are planning wellness/integrative centers. As medicine incorporates preventative wellness, then wellness centers will in turn incorporate more traditional medicine, including medical staff, health assessments and research-driven therapies.



WELLNESS FOR ALL

Wellness is not just for the few but for the many: the young and old, wealthy and poor, the healthy and ill. In keeping with this, a few sub-themes include:

CONSCIOUS CAPITALISM:

For companies and individuals, success is now measured not by net worth but by "net good." Winning brands will be charitable, collaborative and creative.

GOING MAINSTREAM:

Meditation and mindfulness will go mainstream as it is becoming far more appealing and accessible ranging from hundreds of meditation apps to "dry bars" for a quick mind reboot.

START YOUNG:

While wellness has long been focused on adults, experts agree that you must reach people from the earliest age to ensure success. Boutique fitness studios are offering a variety of classes for children; spas and wellness retreats are creating wellness programs for kids, from healthy cooking classes to yoga and meditation.



OPTIONAL NOT AN OPTION

Economist Thierry Malleret argued that the skyrocketing cost of healthcare and an aging population will dictate mandatory wellness. More governments will take legislative action measuring or rewarding healthier behavior.





GLOBAL WELLNESS
SUMMIT

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from all over the world. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The 2016 Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19.

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