



WORLD SPA & WELLNESS

CONVENTION 2018

SPA & WELLNESS TRENDS FOR 2018

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WTS International

WOMEN'S
WELLNESS IN
2018



THE EMERGENT NEW FEMINISM

Women are rising up and coming together use their powerful voices

Women's March - 5 million people took to the streets in nearly 1,000 global marches to sound off in solidarity about protecting women's rights.

#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

Women Technologists - Silicon Valley has been publicly forced to confront its disturbing "boy's club"

Women's Activism Hashtags-
#thefutureisfemale,
#smashthepatriarchy,
#neverthelesshepersisted,
#nastywomenunite and now
#WellnessSoWhite

"Feminism" – "organized activity on behalf of women's rights and interests" – was named Merriam-Webster's word of the year for 2017



THE NEW FEMINISM'S IMPACT ON WELLNESS

Global economic growth in women's education, empowerment and income point to the future being female in our industry

Of the \$3.7 trillion dollar wellness industry, over \$1 trillion dollars is specifically beauty dollars

Women's painful experiences including grave health issues, failed relationships, poor body image, mourning, etc. are being addressed through retreats aimed at creating a safe space, therapies and community for healing

Dynamic travel for women including hiking, surfing and mountain climbing are on the rise for women over 40

Women of color are breaking the stereotypical representation of wellness with new cosmetic lines, yoga practices and retreats

A HEALING TOUCH

Recent articles in the Daily Mail, Tatler, The Times and more brought to life the discrimination women with cancer felt when turned down for services at spas.

'The vast majority of massage therapy, as long as it's not deep tissue massage, for most patients it is absolutely fine.' - Martin Ledwick, head information nurse at Cancer Research UK

Michelle Hammond, founder of tpot, found in a 2014 found that 97 per cent of spas would not treat a cancer patient.

The British Association of Beauty Therapy and Cosmetology admits many policies are based on outdated training, although there are contraindications, and special training is needed.

Remission Destinations - ESPA's main spas, including those at Gleneagles and the Grove, Chiva Som in Thailand, Vana in India, Aghadoe Heights in Ireland and The Scarlet in Cornwall

Oncological Wellness Retreat Experts - Julie Bach, Abi Wright, Frances Geoghegan, Amanpuri's Stephen Kirwin, Dr Song Qinggeng and Dr. Max Mayrhofer



WOMEN OF COLOR AND WELLNESS

Forbes published that women of color are “more likely to be diagnosed with life-threatening health conditions such as stroke, high blood pressure, fibroids, cancer, and diabetes, and 49% of black women over the age of 20 have some type of heart disease while 77% of black women age 20 and older are obese or overweight.

2008 NIH study showed that 85% of U.S. yoga practitioners were white and 79% were women

Women of color do not feel welcome in the affluent, thin, white female space

Women of color are creating their own classes and movements, like the booming OMNoire platform, that was recently launched by Christina Rice

Fenty Beauty by Rhiana recorded \$72 million in earned media value during the first month that it launched

NEW AGE HEALING

Crystal healing as part of the welcome and closing rituals, interior design, water vessels, jewelry and interior design

Energy Healing identifies and releases past traumas, tension and stressors for a profound sense of serenity and vitality

Acutonics stems from Oriental medicine, and applies the use of sound vibration for healing, therapy and even agricultural growth

Acupuncture by inserting needles, adhering magnets, applying heat or via electrical stimulation in order unblock the obstruction of meridians

Cupping involves heated glass cups that are applied to the skin along the meridians of the body, creating suction as a way of stimulating the flow of energy

Environmental health such as space clearing and Feng Shui

DELIBERATE INTENTIONS

The frenzied nature of modern life sometimes calls for a deliberate adjournment of the outside world and our racing thoughts in order to find peace

Welcoming ceremonies at spas and wellness centers are now incorporating intention setting exercises, wishes, and surrendering rituals

Feng Shui practices such as bed thwacking and the art of decluttering the mind by clearing personal spaces of items that hold past energies are intended to clear the mind and spirit

The art of crafting personal spaces such as boudoirs for personal beauty rituals are becoming of importance

Guests seek to ignite the senses and savor life by burning scented candles, participating in visual art classes, juicing health tonics, and learning dance customs



WELLNESS IN THE BEAUTY SPACE

Cleanses created with all organic produce and ingredients are in demand by customers seeking beauty and wellness in the kitchen

Parabens, sulfates, phthalates, and the most prevalent formaldehyde donors are being removed from beauty and personal-care store brands portfolio

Bans are being made on certain chemicals in beauty, baby, personal care, and household cleaning products

New, smaller beauty brands, many of which are natural, are a rapid growing segment of the industry

ALSO TRENDING

Aufguss ceremonies

Hemp and Marijuana

Hotels Without Spas
Promoting Wellness

Mobile Spa and Beauty

Crystals and Geodes

Green Beauty

Target Relaxation in
Fitness Centers

#1 Trend in Human
Resources - Employee
Wellness Programs

Targeted relaxation for
enhancement of
physical performance

Japanese sports
physiologist Hiroaki
Tanaka's Slow Jogging

#1 Trend for Meetings
& Conferences -
Wellness

Transformative Travel

Art and Wellness in
Museums

"New Ancients"
Wellness

Resources Include:
FIBO Global
Fitness, MeetingsNet,
Global Spa & Wellness,
and DailyMail.Com

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