2024

WELLNESS FORWARD

Well-Being at the Core: Future-Fit Insights

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Trends study

CAUTION

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Well-being is not a luxury anymore: it's a necessity.

EDITO

REDEFINING WELL-BEING IN BUSINESS

In today's evolving landscape, wellness is transforming from a trend into a critical business imperative. As Liz Hilton Segel from McKinsey states, "*Businesses should treat well-being as a tangible skill, a critical business input, and a measurable outcome.*" This shift underscores the importance of investing in well-being as essential for driving business success.

The current generation is increasingly prioritizing health, leading to the "*Erewhon-ification*" of everyday life, where health has become a status symbol. As Everlane founder Michael Preyman notes, "*Health is moving from healthcare controlled by doctors to the consumer owning the journey.*" This reflects a cultural shift, empowering individuals to actively participate in their wellness.

In these uncertain times, consumers seek brands that offer products and experiences nourishing the body, mind, and spirit. They desire offerings infused with deeper meaning, as wellness transitions from luxury to necessity. The global wellness industry is poised for unprecedented growth, fueled by this demand for holistic solutions.

Savvy companies will leverage WELLNESS FORWARD, an innovative trend intelligence toolkit designed to inspire the wellness-focused businesses of tomorrow. More than just data, WELLNESS FORWARD catalyzes creative concept development, attuned to consumers' demands for sensorial and emotional value. Its holistic lens provides transformative guidance across industries, empowering brands to create exceptional journeys aligned with evolving wellness definitions.

Within WELLNESS FORWARD, brands will find the ingredients for offerings that resonate with consumers, meeting the growing demand for enriching experiences. This toolkit equips teams to build brand-based solutions that nourish both body and soul.

The message is clear: embrace wellness as an integral part of business strategy. By doing so, companies can thrive in the marketplace and contribute meaningfully to individual and societal well-being.

The future of wellness is about thriving together.

MENU

01.

STAMINA spotlights the power of technical ingenuity and gritty resolve to better our world. Respecting the adventurous spirit and problem-solving mindset may gain insight into cultivating durable, functional offerings - like gorpcore essentials - that empower all to enact positive change.

02.

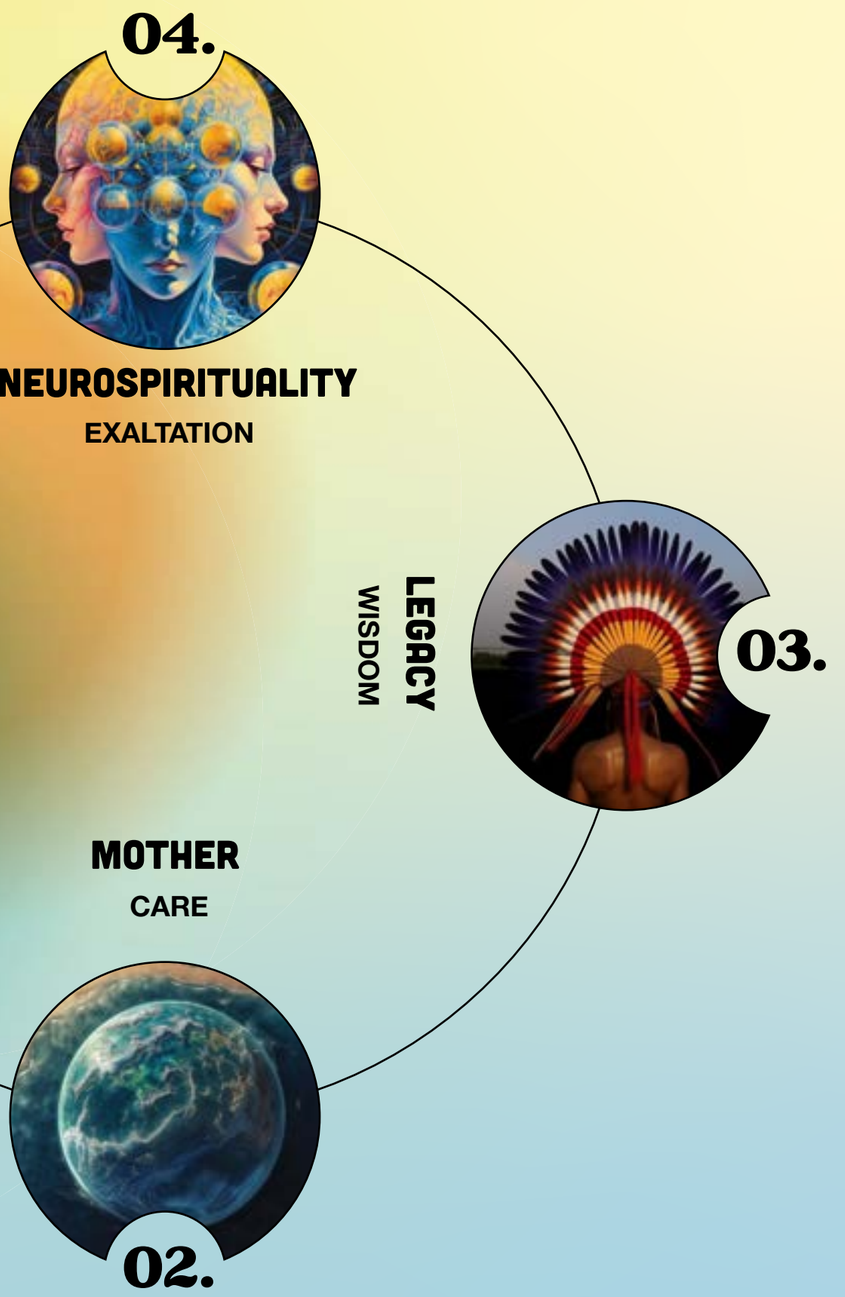
MOTHER encourages honoring our innate duty of care - for self, community and Mother Earth. By championing rituals that nurture well-being through feminine energies, brands can cultivate mutual understanding and balance. Collective restoration nurture the resilience we need to weather life's challenges with compassion for all people and planet.

03.

LEGACY illuminates how recognizing familial, cultural and indigenous inheritances can foster customer affinity by feeding universal needs for continuity and belonging. Respecting our ancestral past presents opportunity to elevate brands as stalwart stewards of treasured traditions.

04.

NEUROSPIRITUALITY explores elevating consciousness and perception through mindful innovations. By enhancing awareness of self and others via personalized experiences, neurospirituality empowers brands to develop truly transformative solutions embracing whole-human wellness of mind, body and soul.




01.
STAMINA

TAKING BACK CONTROL

INDIVIDUALS' DESIRE FOR GREATER CONTROL OVER THEIR HEALTH AND LONGEVITY HAS FUELED THE RISE OF "PREDICTIVE HEALTHCARE" AND BIOHACKING. LEVERAGING GENETIC TESTING, WEARABLES, AND CONTINUOUS MONITORING, PEOPLE SEEK TO GAIN UNPRECEDENTED INSIGHTS AND POWER OVER THEIR BIOLOGY.

THIS TREND REFLECTS THE DISTINCTLY AMERICAN ETHOS OF SELF-RELIANCE AND SELF-OPTIMIZATION.

Pushing the limits: the body as a machine that needs to be taken care of and can always be enhanced/augmented



BIO-HACKING

In the wake of a global pandemic, the desire to regain control over our wellbeing has never been greater. Biohacking offers a practical, empowering solution - a way for individuals to become the CEOs of their own biology, fine-tuning their internal systems to achieve optimal performance. From wearable devices to regenerative therapies, the tools available to the modern biohacker are sophisticated and accessible.

By embracing the biohacking mindset, we have the power to redefine what it means to live well, and to pave the way for a healthier, more vibrant future.

"I am confident that in the next two decades we will have technology that will not only treat symptoms, but can also predict, prevent and treat disease and aging through cellular rejuvenation."

Juan Carlos Izpisua, Senior Vice President at Altos Labs, Silicon Valley's bet on living forever



American pronatalists Simone and Malcolm Collins, who are on a mission "to save mankind" used Sam Altman-backed startup Genomic Prediction for genetic testing and embryo selection, which they call 'polygenics', i.e. using tech to choose different criteria to optimise around.

MUSCLE IS BACK



MUSCLE MOMMIES

Muscle mommies defy traditional norms of femininity, using their physical strength as a form of empowerment and self-expression. While they may face judgment, many see their muscular transformation as a source of pride and fulfillment. Often motivated by fitness, health, and self-esteem goals, the Muscle Mommies trend reflects evolving beauty standards and the influence of social media, but also a desire among mothers to reclaim agency over their bodies after pregnancy.



T PARTIES

THE NEW TECH BRO CLUB

In the latest Silicon Valley health craze, tech entrepreneurs are hosting «T-Parties» focused on boosting men's testosterone levels.

The parties, organized by startup founder Jeff Tang, bring together young men interested in «biohacking» their bodies. At the events, a phlebotomist draws blood to test attendees' testosterone

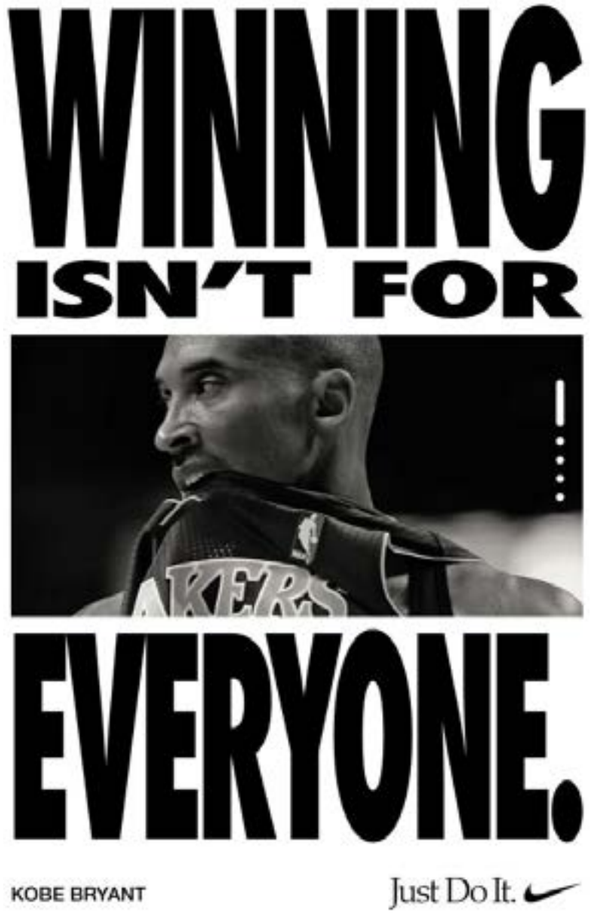
The parties also feature activities believed to naturally increase T-levels, such as ice baths. Attendees discuss topics like semen retention, hormone imbalances, and other men's health issues.



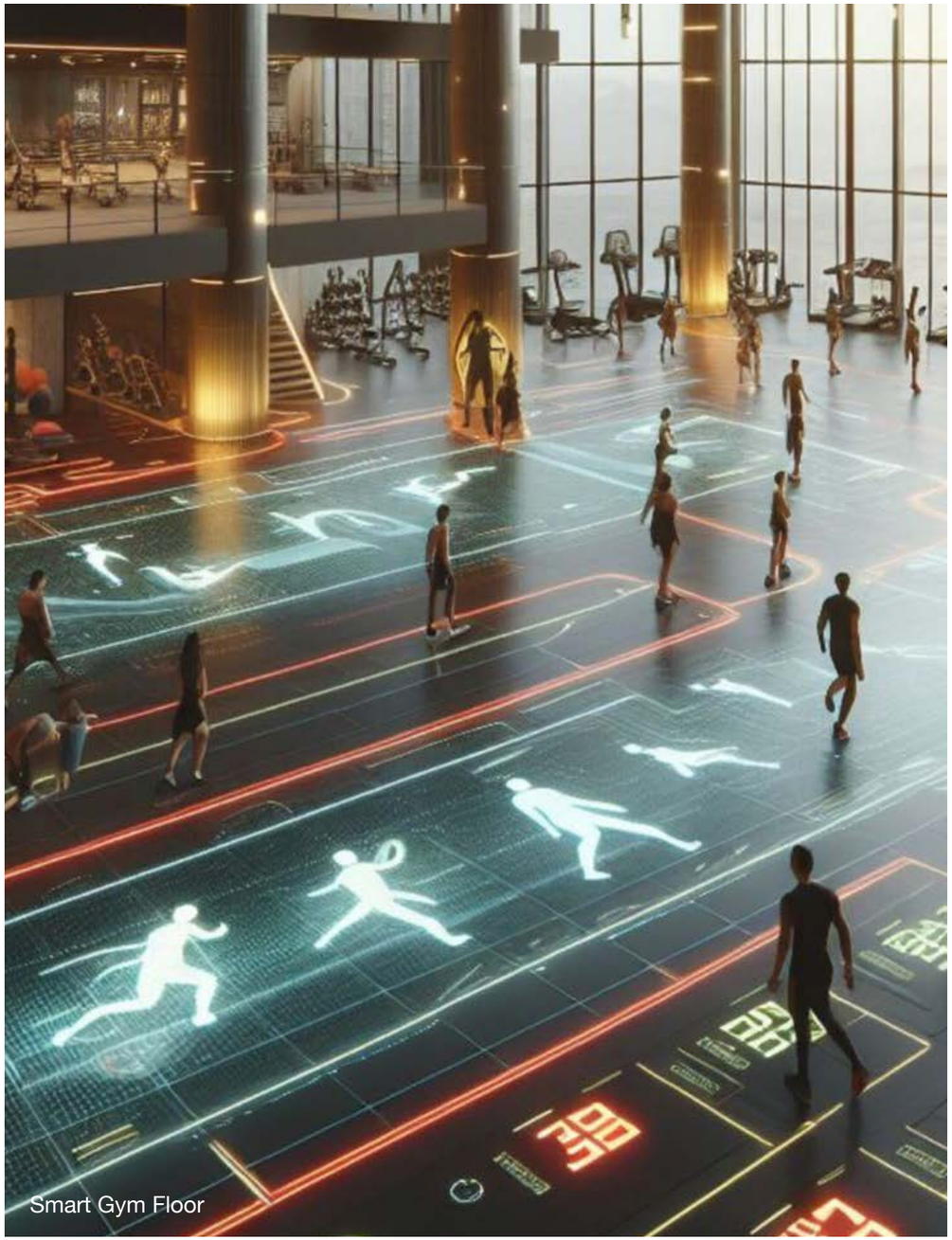
ANIMA SANA

IN CORPORE SANO

«Chop wood, carry water» is a Zen Buddhist saying emphasizing the importance of performing everyday tasks with mindfulness. The core idea is that even the most basic activities can be opportunities for spiritual growth if approached with presence of mind. After achieving enlightenment, the practitioner continues these mundane tasks without attachment, embodying the wisdom of living simply and being fully engaged in the present moment. This humble, grounded approach finds the sacred within the ordinary, representing a practice of finding extraordinary meaning in daily life.




Sukkhadas


Smart Gym Floor


Tim Tadder


Jean-Yves Lemoigne

CHALLENGING BOUNDARIES

OFFERING ACCESS TO CUTTING-EDGE TECH

USING MONITORING TO SUPPORT & IMPROVE EFFECTIVENESS

ENCOURAGING COMMUNITIES OF LIKE-MINDED BIOHACKERS

PRODIVING INSTANT, TARGETED, TAILORED SOLUTIONS

TURNING THE EVERYDAY INTO EXCEPTIONAL EXPERIENCES

LIFE HACKERS

"Words are powerful. They set expectations and limits and send messages to our brains and even our bodies about how much we are capable of. Language is a part of your mental software. Use it consciously and with precision, and you will achieve things you probably never thought you could."



PAUL NIEHANS

Surgeon

- Birth and Education: Born in 1882 in Switzerland, he became a respected surgeon.
- Fresh Cell Therapy: Developed a controversial treatment using living cells from animal organs for rejuvenation.
- Clinique La Prairie: Founded in 1931 in Montreux, it became famous for holistic health treatments.
- Notable Patients: Treated high-profile figures, including Pope Pius XII, enhancing his international reputation.
- Legacy: His methods influenced alternative medicine, with Clinique La Prairie still a prestigious wellness destination.



DAVE ASPREY

Entrepreneur & health optimization advocate

- Biohacking Pioneer: Coined «biohacking,» focusing on self-experimentation to enhance performance.
- Bulletproof Coffee: Created Bulletproof Coffee, a high-fat drink aimed at boosting energy and cognition.
- Bulletproof Diet: Authored «The Bulletproof Diet,» promoting a low-carb, high-fat approach for weight loss and mental clarity.
- Podcast Host: Hosts «The Human Upgrade,» interviewing health and wellness experts.
- Controversial Figure: Known for controversial claims and methods that spark interest and skepticism in the scientific community.



WIM HOF

Ice Man

- Wim Hof Method: Developed a method that combines breathing exercises, cold exposure, and meditation for health benefits.
- Breathing Techniques: Aims to increase oxygen flow, reduce stress, and improve well-being.
- Cold Exposure: Advocates cold exposure to enhance the immune system and boost resilience.
- Record Holder: Holds multiple records, including the longest ice bath and running a half marathon barefoot on ice.
- Scientific Research: His methods have been studied, showing potential benefits for mental health and immune function.



RUSS COOK
Athlete

At 27 years old, Briton Russ Cook became the first person to run the entire length of Africa, from South Africa to Tunisia - a monumental journey of 352 days and 385 marathons.

Cook's odyssey was fraught with immense challenges, from a violent robbery to debilitating injuries and illnesses like malaria. Yet the former gambling and alcohol addict pressed on, driven by a desire to «give people hope» and **show that even an «ordinary person» can achieve the extraordinary.**

In a world often mired in division, Russ Cook's transcontinental feat stands as a reminder of the human spirit's limitless potential. His journey has carved out a path towards a more hopeful future, inspiring others to push past their own perceived boundaries.



CHRISTIAN CLOT
Post-climate change adventurer

Clot regularly works with companies to prepare them for different situations. In 2021, he founded the Human Adaptation Institute to better prepare women and men for the world of tomorrow.

Among his main expeditions, he led Deep Climate in 2022-2023 to study human adaptation to different extreme climates, and Deep Time in 2021 where a group lived 40 days isolated in a cave without any time references. Clot has also written the book «Deep Time, 40 Days Outside of Time» about the latter expedition.

Through his interdisciplinary approach and his field experiences, Christian Clot has developed a deep understanding of human adaptation and resilience. His work aims to help individuals, organizations, and society prepare for the challenges to come.

THE BOUNDARIES SEEKERS



BRYAN JOHNSON
Biotech nerd & self-experimenter

After a success in fintech (Braintree, which was sold to PayPal), Johnson shifted his focus to the future of human potential, investing in neurotechnology, synthetic biology, and biotechnology.

He has become famous for his personal health regimen, Project Blueprint, on which he spends $2 million a year and through which he aims to reverse aging and optimize physical and cognitive performance.

According to Johnson's data, his speed of aging is slower than 99% of 20 year olds and he has achieved a 12 year age reversal in 500 day average in heart rate variability.

Bryan Johnson hosts 'Don't Die Dinners' (one with Kim Kardashian in January 24) including aging tests, nutty pudding, and thought-provoking conversations about the future of being human.

He has also recently launched 'Don't Die Summits' bringing together pioneers and innovators from around the globe to explore the frontiers of longevity, health,

THE LIFE OPTIMIZERS



As health and longevity hackers, they:

- Use self-quantification in every aspect of their daily life (nutrition, sleep, exercise, meditation) and see data as an empowering tool

- Also track health metrics such as heart rate, blood sugar levels, and biometrics and do regular checkups as part of a preventive health strategy

- Love to experiment and are always on the lookout for new research and cutting-edge products and services to increase performance

- Are much very focused on their own journey but also like to participate in groups focused on health and longevity to share experiences and strategies

- Believe in personal responsibility, i.e. take ownership of their health and well-being and believe their choices have a a significant impact on

LONGEVITY RETREATS

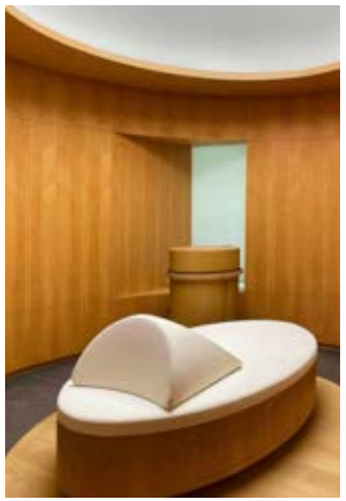
According to Longevity Research and Media Company, longevity venture capital investment in longevity clinics more than doubled between 2021 and 2022 from $27 million to $57 million globally.

No official count of longevity clinics exists, but analysts estimate as many as 800 clinics exist in the US alone.



The medical startup Zoï is disrupting the healthcare sector with its avant-garde approach to comprehensive health check-ups. In just two days, clients undergo tailored exams and consultations, leveraging the latest science and technology. Zoï's annual subscription model aims to democratize access to this personalized preventive care. After launching in Paris, the startup plans to expand to London and New York.







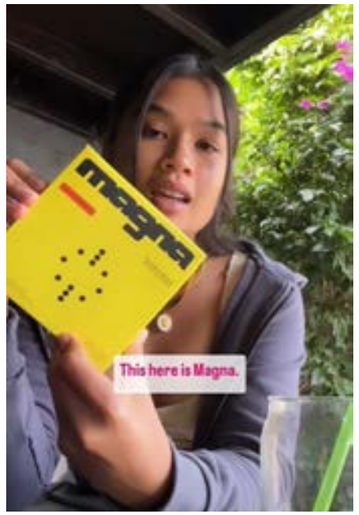
Longevity House in Cascais, Lisbon is positioning itself as Europe's premier destination for preventative health and longevity. This innovative wellness club will offer members cutting-edge biomarker testing, personalized health optimization plans, and a comprehensive suite of longevity-focused treatments, therapies and group activities. From cryotherapy and red light therapy to naturopathic consultations and outdoor adventures, Longevity House aims to redefine holistic health and wellbeing. Situated in the picturesque seaside town, this pioneering social club is poised to attract health-conscious individuals across Europe seeking to extend their healthspans.





AI-OPTIMIZED INGREDIENTS

PEP launched PEP™ Bars, powered by Nuritas' PeptiStrong™.
Nuritas, a biotech using AI to identify the next generation of intelligent ingredients, has launched PEP bars. The daily longevity bar is the first peptide bar specifically designed to renew and retain muscle strength, aid in faster recovery after exercise, and support healthy aging to maintain active lifestyle living.




They say life is short, but we think it's long if you live it right. We started Magna to play the long game.

We're taught that winning is everything, that we need to burn the candle at both ends. But many of us burn so bright we burn out. We're inspired by the 80 year-old former-pro still playing tennis every day, by the college athlete working to balance mental and physical health, and the arctic adventurer sailing around the world, for the third time.

Our first product is a magnesium electrolyte formula designed to power three pillars of human potential: focus, energy, and recovery.

Magnesium isn't a cure-all, but it comes pretty close. Athletes and doctors swear by it. 75% of us are deficient in it. And electrolyte formulas skimp on it. For so many people, getting the right magnesium has changed their life.

Backed by science, full of heart—Magna is for those who play the long game.

The Magna Team & Founding Athletes,

NEXT-GEN SUPPLEMENTS

Unlock greater focus, energy, and recovery': that is the promise of Magna, a new magnesium-based hydration brand launched by Everlane founder Michael Preyman.
Targetting gen-Z, Magna is "science-backed and full of heart" and was co-designed with athletes for "those who play the long game".



OZEMPIC REVOLUTION

Could drugs like Ozempic and Wegovy help people live longer? Some experts see them as potential longevity pills.
"The singular most effective and consistent way of extending lifespan in animals is caloric restriction.
If you can find a way to get people to chronically reduce their caloric intake, it sort of makes sense that it might have an effect on aging. It's probably not as simple as that and there could be unexpected effects of these drugs that might negate or prevent the anti aging effect, but it's a great hypothesis and it needs to be tested rigorously."
Dr. Douglas Vaughan, a professor of medicine at Northwestern University and director of the Potocsnak Longevity Institute

Source: Fortune, 26/05/24



EXTREME CONDITIONS

111Skin's Skin Reparative Beauty Dose supplements are based on capsules given to astronauts to help impede rapid ageing, and are formulated with vitamins A, C and E and a multitude of antioxidants.



MEDICAL-LIKE FACILITIES

Operating in the Maison Villeroy in Paris, the NAD Clinic by Intuisse offers "Fountain of Youth NAD+ IV" therapy, presented as "the most advanced protocol for anti-aging and detoxification available today". The brand also commercializes skincare ranges developed by experts in molecular cardiology and borrowing from medical codes.



INTENSIVE TREATMENT

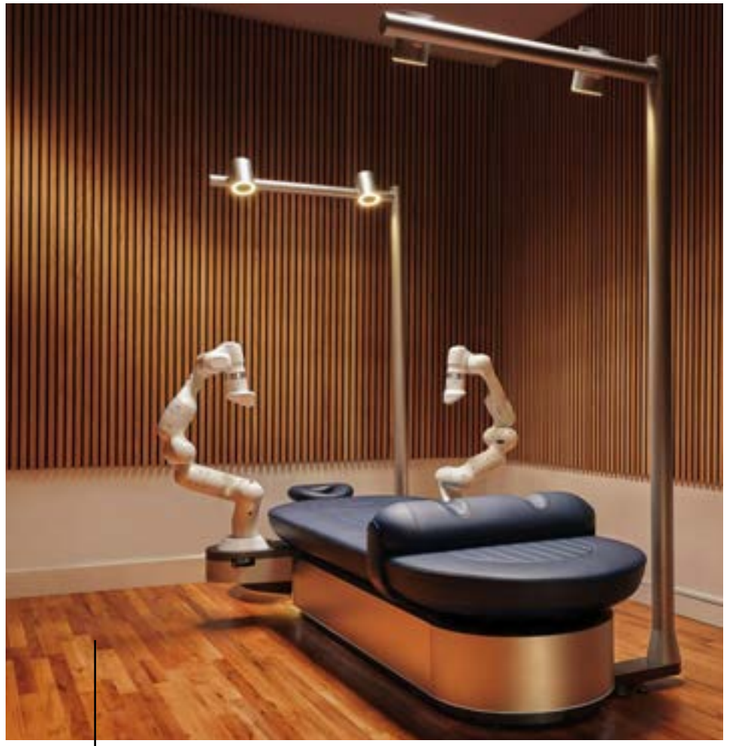
Face Gym has recently released Active Blast, a smart collagen booster that was 14 years in the making and promises to renew the skin in 7 days and transform it in 28.

SELF CHECK-UP



BeamO is a revolutionary 4-in-1 at-home health check-up device from Withings. It automatically measures body temperature, provides a medical-grade single-lead ECG, monitors blood oxygen levels, and uses a digital stethoscope to listen to heart and lung sounds. BeamO consolidates these critical health metrics into a comprehensive personal health report, empowering users to better understand their health and share insights with their doctor, enabling enhanced remote monitoring and telehealth consultations.

PRECISION-CRAFTED



San Francisco design studio Whipsaw has created the Aescape, an automated massage robot with padded «hands» programmed using AI to deliver customized deep-tissue massages. The robot's arms and massage table are designed to be friendly and approachable, using 3D body scanning and AI-powered massage techniques informed by professional therapists

DEEP LEVEL CARE



The Theragun PRO Plus is a percussive massage device designed to enhance athletic performance and promote recovery. It combines deep muscle massage with advanced therapies, such as near-infrared LED light therapy, vibration therapy, and heat. These features help relieve pain, reduce muscle tension, and improve circulation. With built-in biometric sensors and various attachments, the Theragun PRO Plus provides a personalized experience to optimize recovery and mobility after exercise.

ULTRA FITNESS



HYROX is a unique endurance fitness event that combines traditional endurance disciplines with functional gym-based movements, requiring athletes to complete 8 x 1km runs with a functional workout in between each run. The event offers four different race categories - Individual Open, Pairs, Relay, and Individual Pro - with the Individual Pro category using heavier weights and serving as qualification for the Elite 15. The Elite 15 is an invite-only series that features the top 15 HYROX athletes based on season-long performance, providing them the opportunity to compete at the highest level and earn titles like the HYROX World Champion, which was won in 2023 by Hunter McIntyre and Lauren Weeks.

RAW STRENGTH



Primal Fitness is an approach to exercise that aims to reconnect people with the natural, instinctive movements of the human body. It emphasizes functional, full-body exercises using the environment and primitive equipment, as well as group activities and a connection to the outdoors, to help people rediscover their primal movement patterns and become more capable, well-rounded humans. The focus is on developing balanced physical abilities like power, strength, speed, and endurance through playful, nature-based workouts that embrace natural movement and foster interaction with one's surroundings and community.

TOURISM AS A SPORT



Tourism becomes a form of sports. Fueled by a renewed ambition to explore uncharted territories, «Frontier Travel» invites clients to discover new horizons and confront their perceived limits. These journeys can range from camping under starry skies in undiscovered destinations to hiking ancient trails. The focus is not on making history through world-firsts, but rather on embracing personal challenges, both mental and physical.

As part of its «See You in the Moment» collection under «The Challenge» category, Black Tomato highlights Peru, where clients can navigate the otherwise inaccessible Ancient Valley of the Incas by raft, with extraordinary campsites strategically set up along the way to enhance the experience.







EXTREME PROTECTION

01. Adventure brand Vollebak is applying stainless steel innovations to clothing with their Steel Blazer jacket. Four years of R&D went into developing a lightweight jacket with 24% stainless reinforcement for durability, outfitted with pockets, adjustable collar and breathable lining. Harnessing the compound's weather resistant properties, Vollebak created a toss-on staple for exploring the elements with the protection and aesthetic of overlaid steel plates.

02. Outdoor brand Columbia is partnering with Intuitive Machines to develop prototypes for use on their Nova-C lunar lander mission. Columbia designed a space suit and boots drawing on their experience with breathable apparel and footwear for hostile climates. The lander will transport payloads to the Moon's surface as part of NASA's Artemis program. This lets Columbia optimize their technologies for the rigors of space and potentially see their gear worn for extravehicular activities on the lunar surface.

03. This short sleeve fitted top Cali from O'Neill features UPF 50+ UV protection, keeping wearers safe for beach days and long surf sessions. Made from 85% recycled REPREVE polyester. As environmental concerns grow, UV-blocking activewear may increasingly transition from surf to city, with durable styles offering everyday protection from the rising health impacts of the sun's rays. Consumers may seek versatile pieces that shield skin wherever their active lifestyles take them.







SCULPTURAL FURNITURE

01. Tom Fereday's speaker design not only blends art and technology but also promotes a wellbeing-focused approach. By using natural materials like cast aluminum, his minimalistic aesthetic fosters a calming environment, which is central to wellbeing in home design. This speaker exemplifies how functional objects can enhance mental tranquility, reducing clutter and emphasizing clean lines. Its sculptural form invites users to appreciate craftsmanship, subtly improving emotional wellness through beauty and simplicity. Fereday's emphasis on sustainable materials and timeless design also supports long-term wellbeing by aligning with environmental mindfulness

02. The Balance Dumbbell by Frank Chou Design Studio is designed to subtly encourage exercise among those who are inactive, by resembling a decorative object rather than a traditional workout tool. It comes in brass and metal versions to seamlessly integrate into daily life.

03.Italian design studio Pininfarina has launched a limited-edition chaise longue called Oksýs that features a craggy, rock-like base and a smooth seat inspired by the aerodynamic curves of sports cars. The contrasting smooth and rough elements are meant to reflect the idea that «artificial and natural, man and nature, are not opposing elements but rather complementary.»

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