





THE *Wellness* MOVEMENT

ARE YOU PART OF IT?

BY **Dori Soukup**

THE WELLNESS MOVEMENT IS ON! More than \$3.72 trillion was generated in wellness globally in 2015. The Global Wellness Report indicated this amount was spent on: beauty and anti-aging, complementary and alternative medicine, preventative personalized medicine, fitness, healthy eating, weight loss and wellness lifestyles.

More and more entrepreneurs are seeking to enter the wellness market, and physicians are leading the way in opening wellness centers and medi spas. The reason behind the wellness movement is that consumers are demanding preventative care. They no longer want to wait until they are already sick to take action — they want to address potential illnesses and common ailments before they occur. People are seeking healthier lifestyles, healthy aging solutions and holistic approaches to being well. The spa industry helps fulfill this demand by discovering how to introduce wellness programs into spas and medi spas. This is an opportunity to both help members of your community and to generate new revenue streams for your business.



HOW WELLNESS EVOLVED

The concept of “wellness” dates back to the 1950s, when physician Halbert L. Dunn, M.D., introduced it in a series of lectures. The lectures provided the basis for his book, “High Level Wellness,” published in 1961. In the 1970s, Dr. John W. Travis, Don Ardell and Dr. Bill Hettler, known as the “fathers of the wellness movement,” created their own comprehensive definitions and models of wellness, developed new wellness assessment tools, wrote about and spoke actively on the concept of wellness. They were responsible for creating the world’s first wellness center, developing the first university campus wellness center and establishing the National Wellness Institute and National Wellness Conference in the United States. Since these origins, the wellness industry has evolved, changed and grown exponentially, as consumers and companies demand effective wellness programs.

The following concepts include some of the most popular wellness programs offered today in wellness centers, medi spas, day spas and physicians’ offices.

1 Alternative Medicine

Approximately 25 percent of all prescriptions written in the United States every year are for stress controlling drugs such as tranquilizers, anti-depres-

sants and anti-anxiety medications. Six leading causes of death — cancer, heart disease, lung ailments, suicide, accidents and liver disease — have been linked to stress. Stress costs American industry more than \$300 billion annually, and one recent study determined that stress costs companies \$7,500 per employee per year.

Stress may be addressed with alternative medicine, which is any form of practice outside the realm of conventional modern medicine. It covers a broad range of healing philosophies, approaches and therapies such as:

- Chiropractic medicine
- Massage
- Herbalism
- Traditional Chinese Medicine
- Ayurveda
- Meditation
- Yoga
- Hypnosis
- Homeopathy
- Acupuncture
- Nutrition-based therapies

2 Anti-aging Wellness

A large portion of the modern population is made up of baby boomers that refuse to age. They want to look and feel great forever. Many medi-spas are offering a wide range of programs to help these individuals maintain a healthier lifestyle and age well. Now people even have the new option to live in well-

ness communities. One such example is Serenbe, a community outside Atlanta, Ga., which has been designed from the ground up, with well-being driving every decision — creating a new kind of community with sustainability, green building, organic farming, culture, arts and fitness at its core.

Delos Living is another such organization, leading with its WELL Building Standard, a building standard that focuses on seven “wellness” aspects (air, water, nourishment, light, fitness, comfort and mind) and is being embraced by the mainstream medical community. Delos has teamed with the Mayo Clinic on a WELL Living Lab, whose research focuses on the interaction between health, wellness and the building environment.

3 Workplace Wellness

Many corporations are now offering employee wellness programs, and the number is growing all the time. According to Dr. Christopher Breuleux, CEO of the Medical Wellness Association, these programs focus on addressing six areas of wellness: physical, mental, spiritual, emotional, social and environmental.

Key components of a good corporate wellness program includes a health assessment, an exercise facility, wellness amenities such as saunas, steam rooms and halo therapy, as well as complimentary services such as cryotherapy,

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massage, energy healing and yoga. Other aspects that should be included in an ideal corporate program include nutritional education, stress management and mental wellness.

4 Wellness Lifestyle Products

Consumers are also buying more wellness products for themselves. So it is essential that spas, wellness centers and medi-spas not only offer these products but also educate consumers on how to use them in order to maximize their treatment effects and maintain results between spa sessions. Home care products such as the following are key to a complete treatment regimen.

- Supplements
- Essential Oils
- Massage tools
- Neck wraps, heating packs
- Skin care products
- Bath and shower products

WHY OFFER WELLNESS PROGRAMS?

Eighty-one percent of consumers are “extremely” or “very interested” in improving their personal wellness. There is a need for it, and our industry has an obligation to create programs to help members of our communities. Offering wellness differentiates you from the less progressive competition, allows you to tap into new revenue streams and contributes to the wellness of society!

Ensure success by offering results-driven programs, publishing case studies and success stories about your clients, before and after pictures, etc.

Seventy-one percent of consumers are more likely to visit a spa if studies indicate that their treatments deliver measurable health benefits. Social proof elevates success.

HOW TO GET STARTED

- 1• Survey your database to discover the type of programs consumers are interested in and the price point they are willing to pay for it. If you don't have a database, get a focus group together for market research. Find out what is currently offered in your community and discover a void you can fulfill.
- 2• Develop your program and recruit a team that is certified to deliver your wellness programs.
- 3• Do online research of successful spas with wellness programs and get inspired by ideas from them.

Also, visit the Medical Wellness Association site for more information on Medical Wellness Education and certification programs.

FINAL THOUGHTS

Do your homework before developing a great plan and executing it. Don't try to reinvent the wheel. There are many wellness models that have been proven effective. Reach out to the experts in this area for key insight on how to launch properly.

Don't delay — get motivated and start your own wellness program today!



Dori Soukup is an executive coach, author, professional speaker and the founder of InSPAration Management. She speaks at conventions all over the world and hosts public and private seminars. Her Spa BizTools and strategies have helped thousands of spa professionals experience exponential growth and profits. She can be reached at info@inspirationmanagement.com.

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