



**GLOBAL WELLNESS
SUMMIT 2018**

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

Wellness X Retail: So Many Things to Think About!

Dave McCaughan, chief strategy officer, Ai.Agency, Thailand

Participants from the Audience:

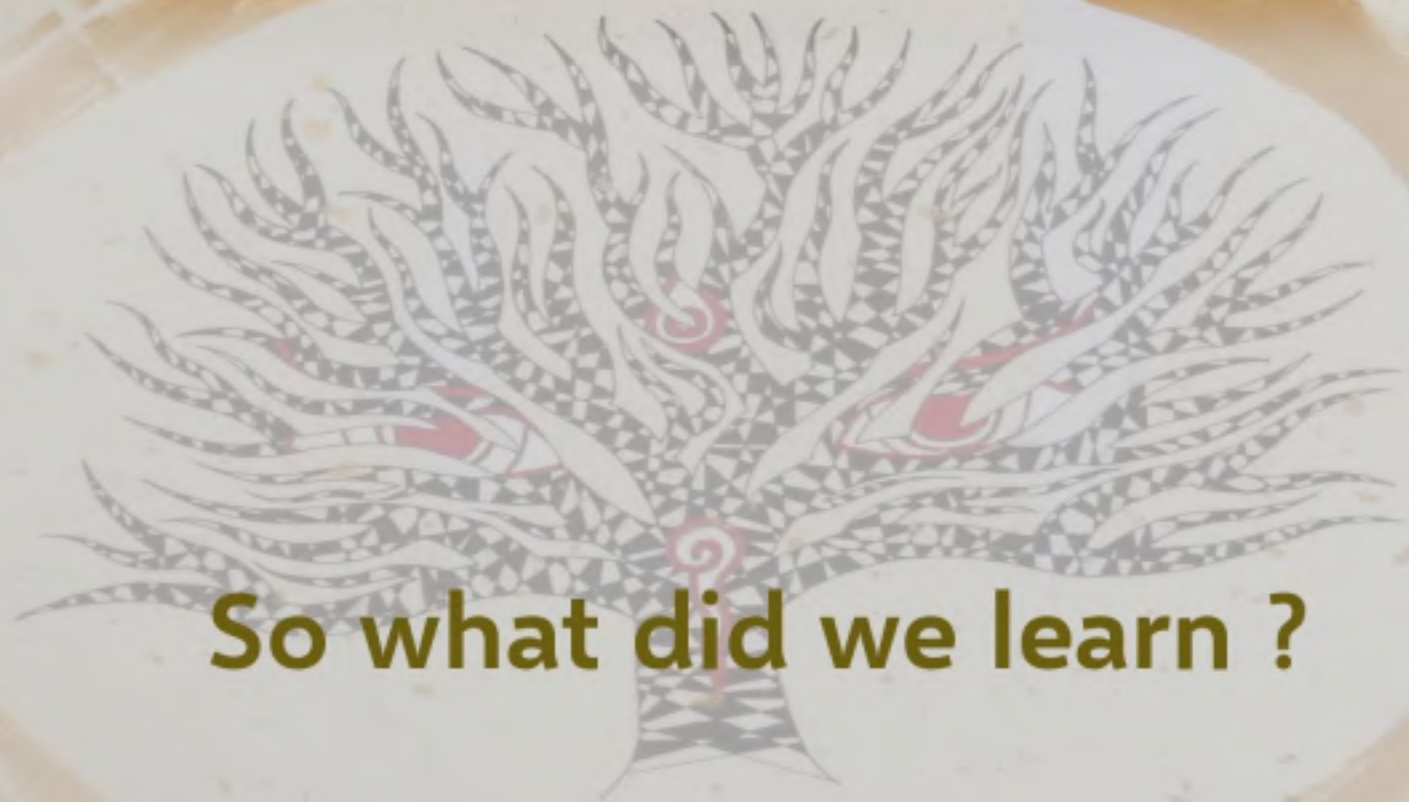
Charles-Edouard Barthes, founder & CEO, EviDenS de Beauté, France;

Whitney Gray, PhD, VP, Delos Living, LLC, US

Joe Magnacca, president & CEO, Massage Envy Franchising, LLC, US;

Kellen Brink Maloney, co-founder, La Forma, US;

Michael Soule, global head of wellness, Bose Wellness, US



So what did we learn ?

SHOWN ON
M90
.ORG



“You guys here for the digital detox?”





一日一万歩あるきましょう

万歩メーター

MANPO-METER

The 10,000 step myth?



製造者
ヤマサ時計計器株式会社

東京市中央区本町二丁目一丁目
電話 473-3333

Other

8:59

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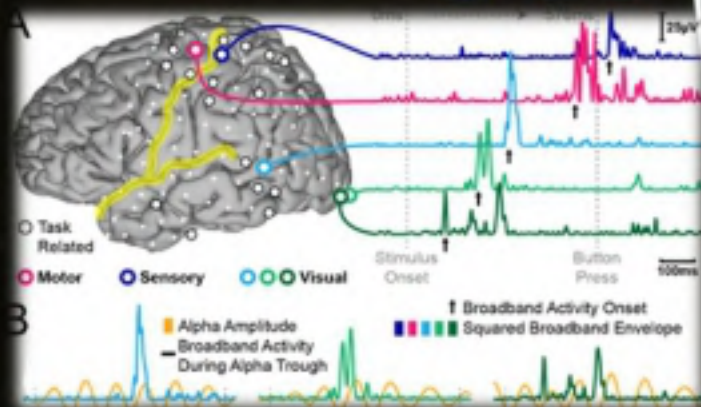
Measuring...

Heart Rate

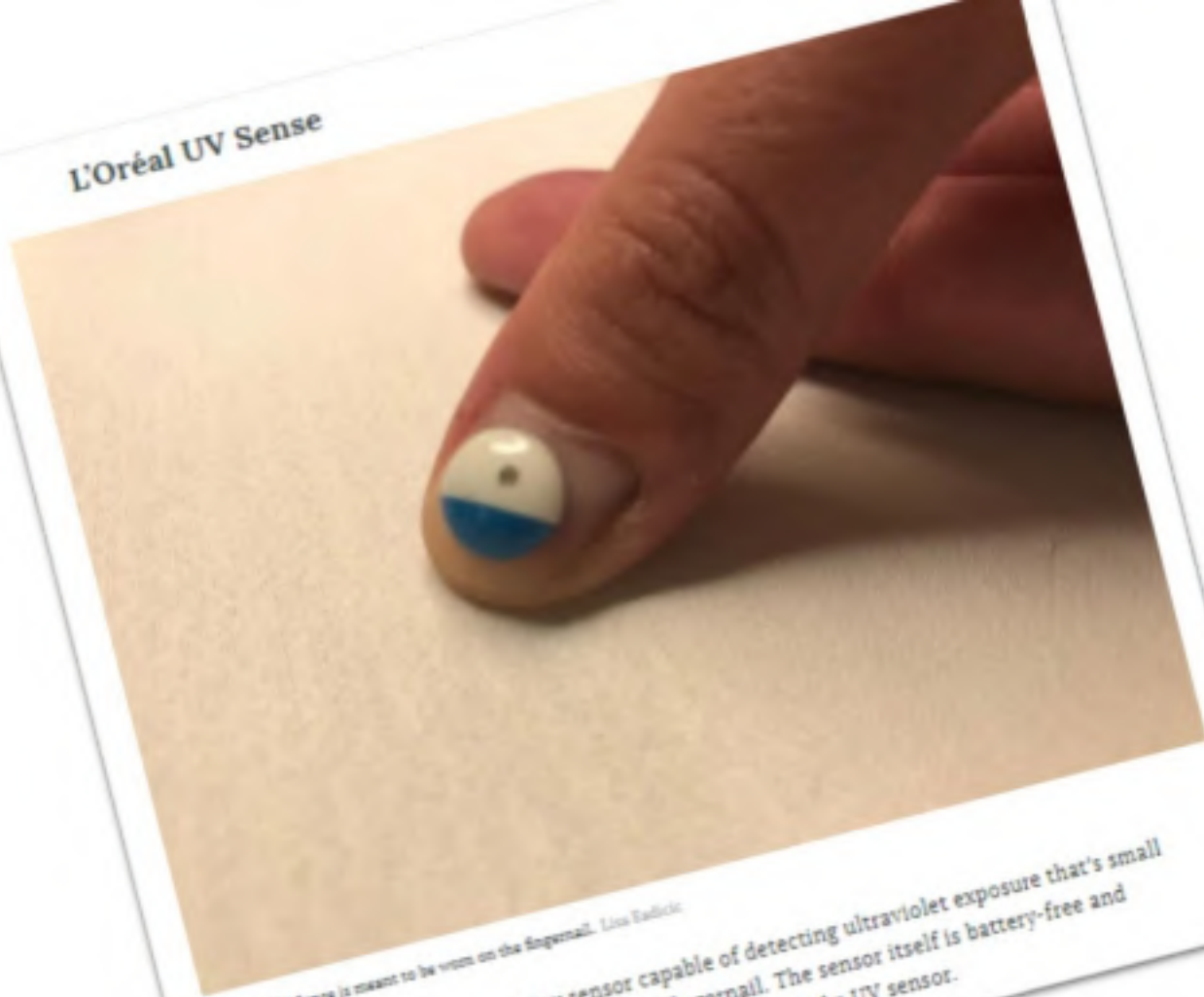


Other

8:59



L'Oréal UV Sense



L'Oréal's UV Sense is meant to be worn on the fingernail. Lisa Radtke

L'Oréal's UV Sense is a tiny sensor capable of detecting ultraviolet exposure that's small enough to wear comfortably on your fingernail. The sensor itself is battery-free and includes an NFC antenna, a temperature sensor, and a UV sensor.




Predicting Wellness where ever you are





Behavioural REAL time data is making all sorts of possibilities for life enhancement



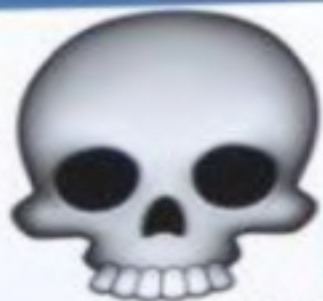


The most important new job in the world belonged to ?



Meet a guy who makes a living translating emojis

cnbc.com • Emojis may seem simple and fun but use them in an incorrect manner and it can be an embarrassment. Emoji Translator Keith Broni can
[Edit](#)



L



IMAX

IN THEATERS FEB 12

www.deadpool.com #DEADPOOL

Democratization of information leads to more Peer-to-Peer wellness/medicine/health ecosystems





Jack Andraka

After a close family friend died of pancreatic cancer, 15-year-old Jack Andraka began working on a way to help future patients and at the age of 16 , he came up with a novel approach to detecting pancreatic cancer

Kim Goodsell

She is unlucky enough to have two very rare diseases. She taught herself genetics to find out until she was able to diagnose complex medical conditions that their physicians could never have time to figure out.



It seems Technology will coordinate integrated health/wellness



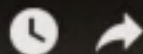
Artificial Intelligence Can Guess Recipes by Looking at Food Photos

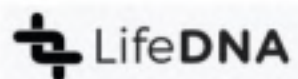
FOOD+WINE Mike Pomranz

Food & Wine July 20, 2017

t

Pic2Recipe: Predicting recipes from photos





The Health And Wellness Optimization Program by LifeDNA: Using Your DNA to Create a Better Mind & Body.

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A 60-second DNA analysis will help us build a personalized nutrition, exercise, and lifestyle for your unique mind and body.



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Every quarter, your Certified LifeDNA Expert will track your progress and work with you to optimize your results.

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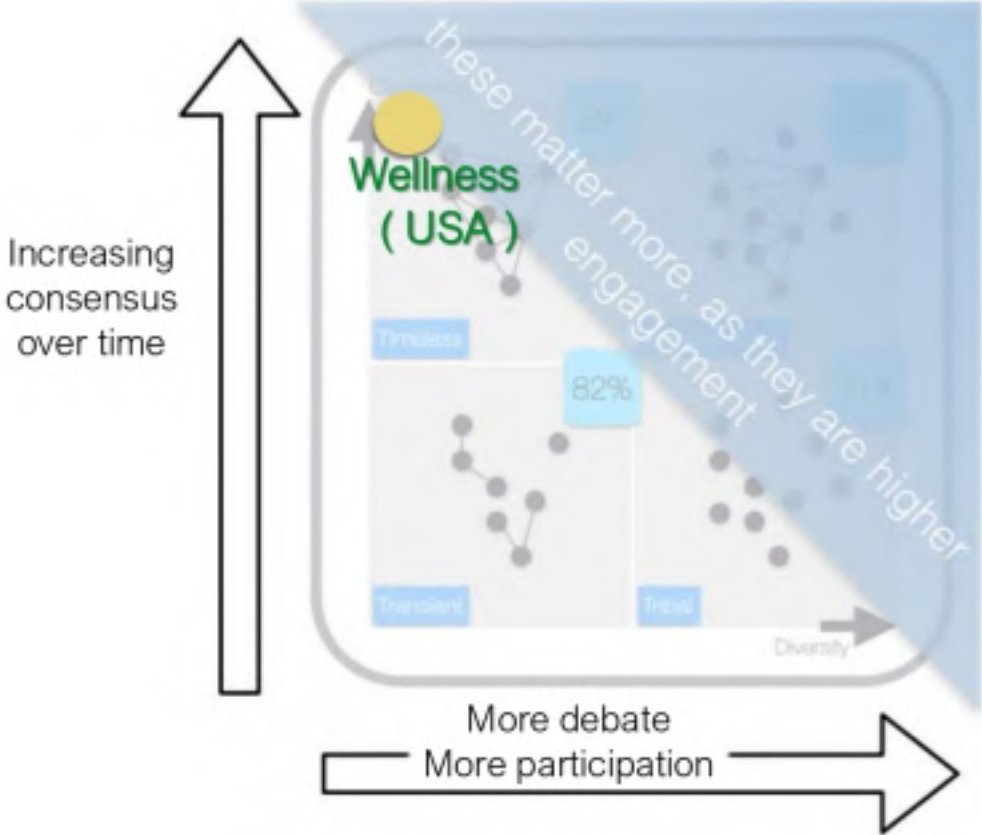


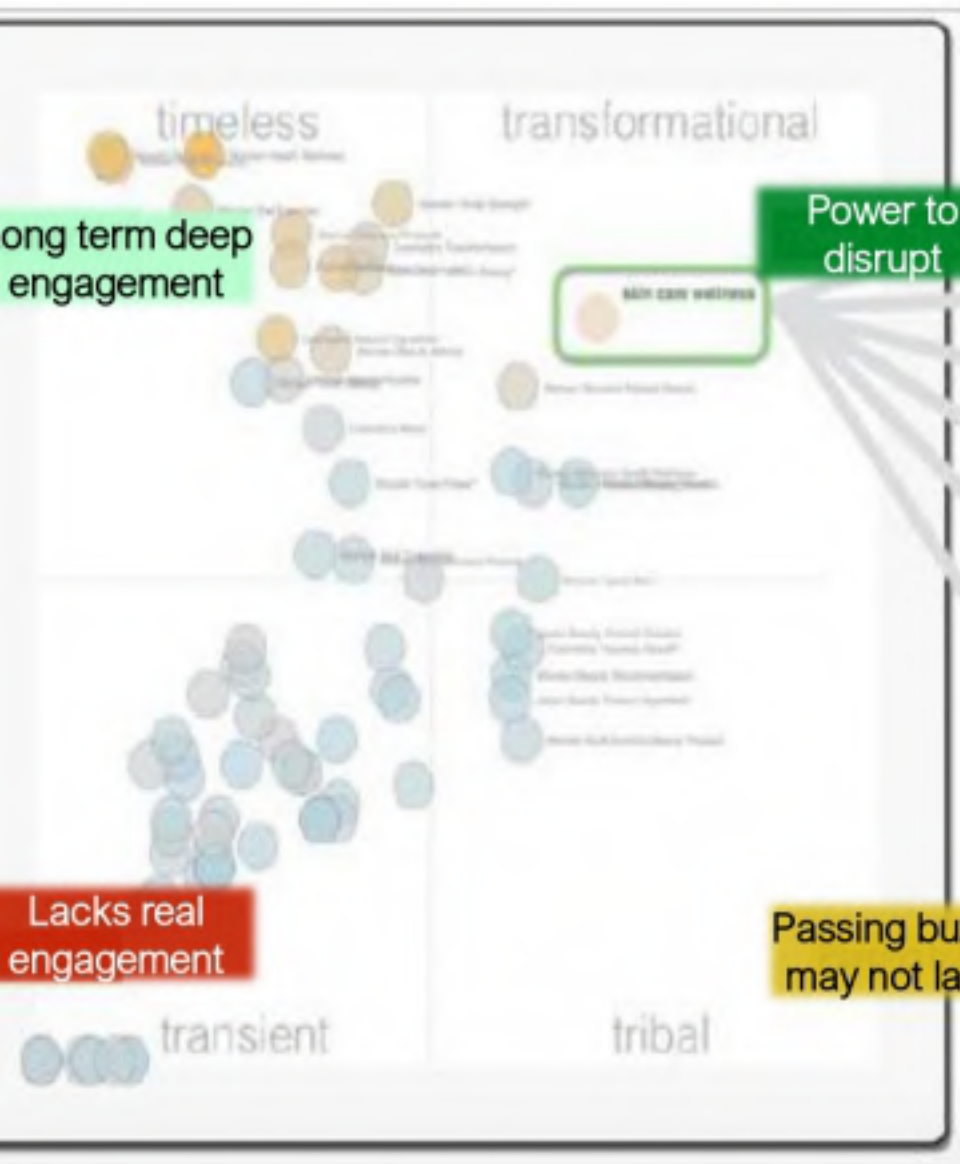
Health and Wellness Optimization

From a personalized pack of supplements to DNA-based personal reports, get everything you need for a DNA-optimized life.



Structured discovery, exploration and tracking of the narratives that matter to your business





Overall affect

Does the topic emotionally activate?

Emotional activation cues

What type of emotions are activated?

Content power

What is the most important brand content?

Power media index

What are the most effective channels?

Visual exploration

What are the images associated to the topic?

Language exploration

What is the language associated to the topic?

WELLNESS NARRATIVE



WELLNESS AFFECT



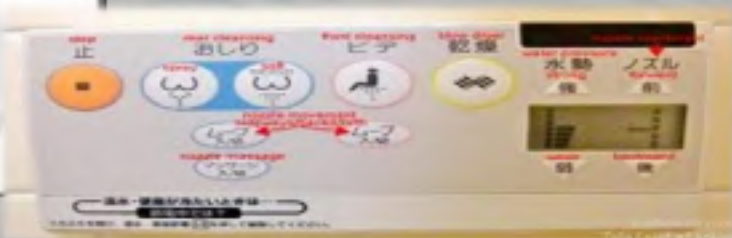
IN 2014 24 OUT OF 26 COUNTRIES SAID JAPAN WAS THE WELLNESS CHAMPION

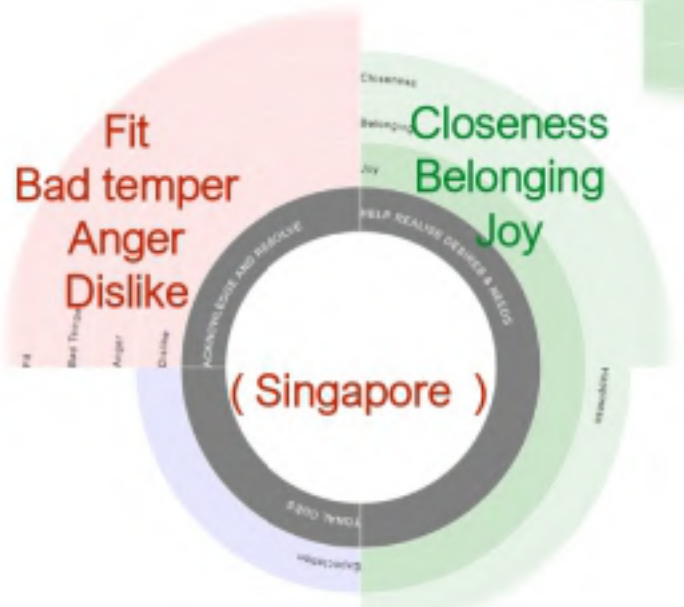


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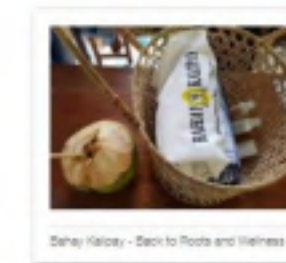
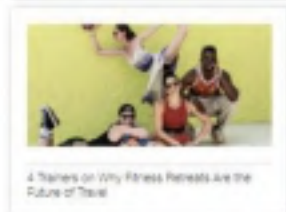


TOTO





Narrative > Content > Exploration



The New York Times

THE CYCLE

Worshiping the False Idols of Wellness

Charcoal, “toxins” and other forms of nonsense are the backbone of the wellness-industrial complex.

By Jan Gunter

Aug. 1, 2018

[Leer en español](#)



Wellness and food

Actually = Wellness pet food

Narrative > Content > Power

Title	Content Power
CORE® Original - Wellness Pet Food	117.0
Complete Health™ Grain Free Kitten - Wellness Pet Food	102.0
Complete Health Limited Ingredient Deboned Turkey & Potato	96.0
Simple Limited Ingredient - Wellness Pet Food	96.0
CORE® Adult - Wellness Pet Food	93.0
Simple Limited Ingredient - Wellness Pet Food	90.0
CORE RawRev Original + 100% Raw Turkey Wellness Pet Food	87.0
Simple Limited Ingredient Healthy Weight Wellness Pet Food	87.0
Complete Health Limited Ingredient Salmon & Potato ...	87.0
Simple Limited Ingredient - Wellness Pet Food	87.0

timeless

transformational

Wellness and food

transient

disgusted

delighted

inspired

wellness and food

depressed

dormant

Content Efficiency

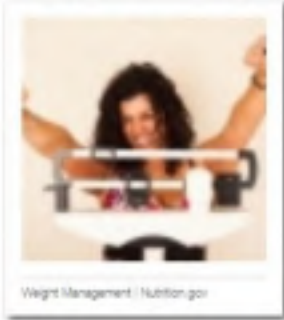
Weak

Average

Strong

wellness nutrition

Narrative > Content > Exploration



timeless
Wellness Nutrition

transformational

transient

Content Efficiency

Weak

Average

Strong

disgusted

delighted

ACTIVE

NEGATIVE

POSITIVE

depressed

dormant

wellness nutrition

**Make Your
Salad A Rainbow**

These colors are good for you.



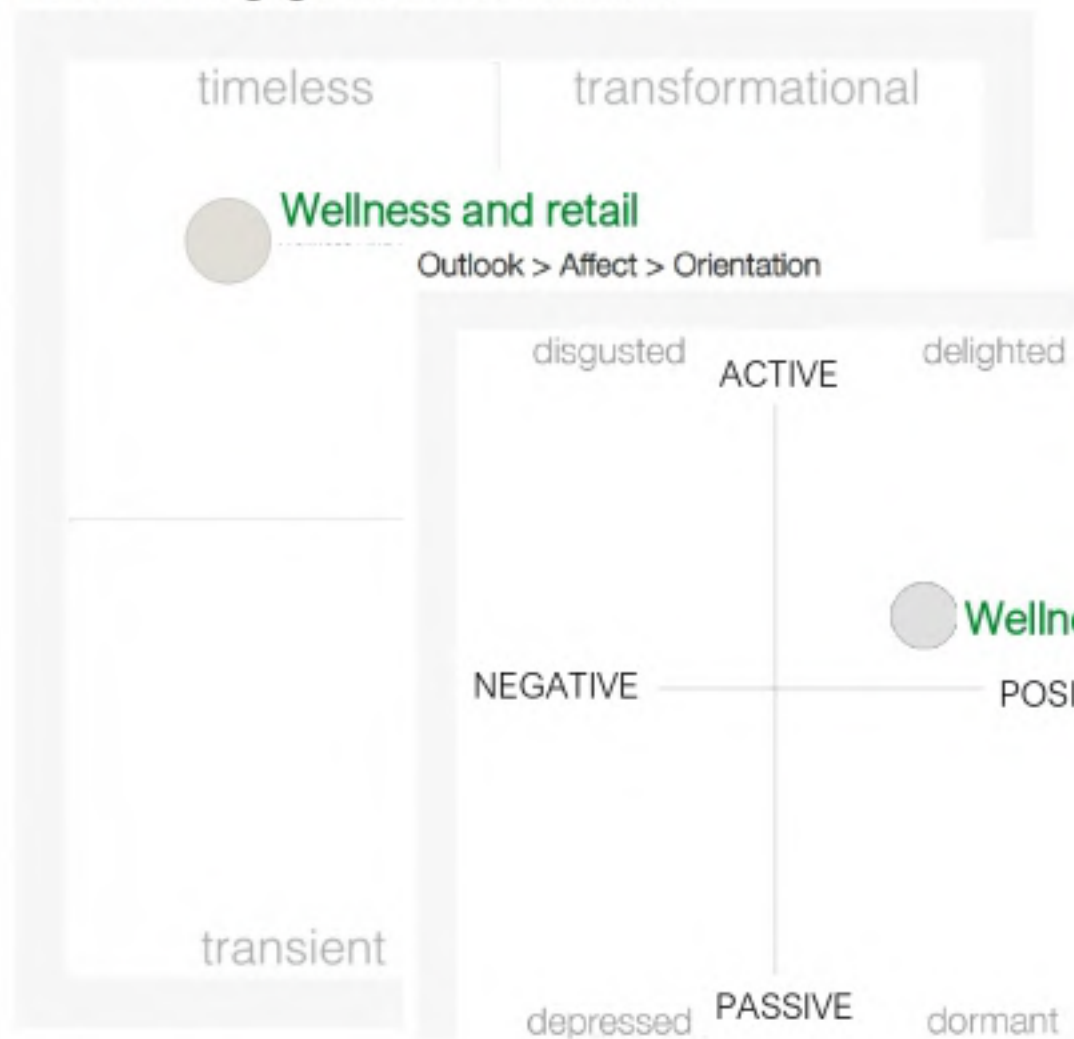
3 Fun Prize Ideas – Food and Health Communications



The Wellness Impact Report: Executive Summary | DairyGood

Wellness and retail

Outlook > Engagement > Classification





5 hallmarks of great corporate wellness programs | Fortune



The Top 8 Most Unexpected Retailers Embracing Health & Wellness Trends



Future of Health - PGRK



How Kroger, Walgreens And Johnson & Johnson Are Using AI



Young workers want better health and wellness benefits

The Top 8 Most Unexpected Retailers Embracing Health & Wellness Trends



Best Buy
Saks

Debenhams

Anthropologie

The Goods

Mart

Westfield

Singapore

Airlines

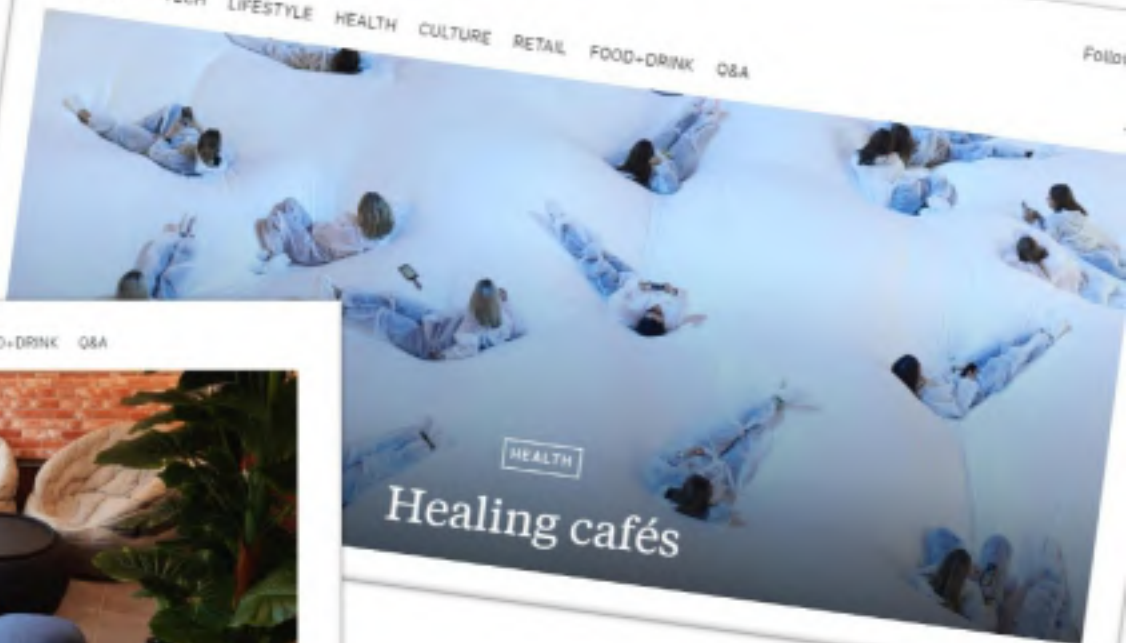
Apple

Imagining the sensorial future of retail spaces



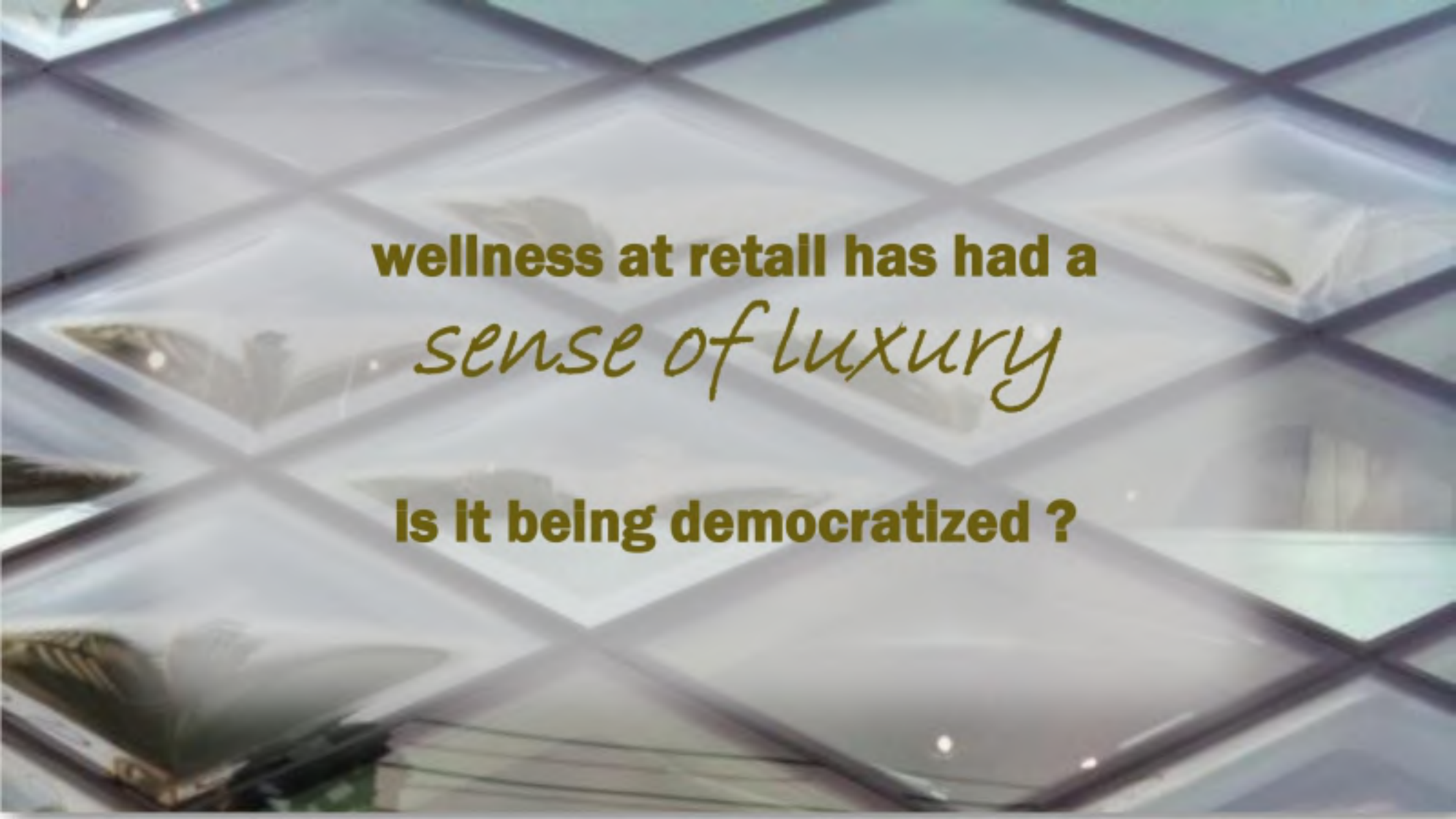
Photo: P...

Barcelona - Designer **Andres Reisinger** has created a ser...



SHARE



The background of the image is a close-up, low-angle shot of a ceiling. The ceiling is composed of a grid of diamond-shaped glass panels, each separated by dark, possibly metal, frames. The glass panels are slightly reflective and show some light distortion. In the center of the image, there is text overlaid. The text is arranged in three lines. The first line is in a bold, sans-serif font. The second line is in a cursive, script font. The third line is in a bold, sans-serif font. The overall lighting is soft and even, highlighting the geometric pattern of the ceiling.

wellness at retail has had a
sense of luxury

Is it being democratized ?

**DR NASH SIAMWALLA - MINDFULNESS
GURU**





**THINK ABOUT THE EDUCATION THEY ARE GETTING
FROM THE WORLD'S TOP RETAILER**



The AF Brands app measures the real age friendliness of what you offer

App Store > Business > Silver Group Pte Ltd



AF Brands 12+

Silver Group Pte Ltd >

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Rating: 12+

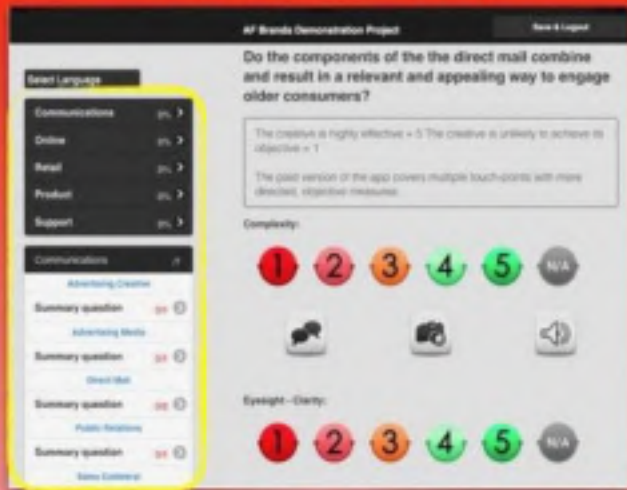
LINKS

Privacy Policy
Developer Website

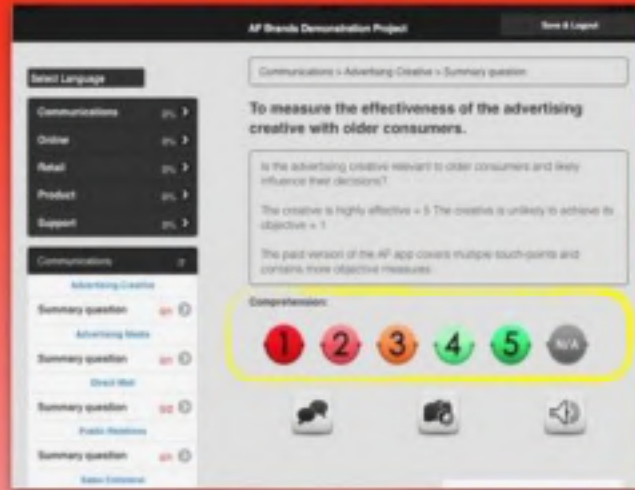
© Copyright - Age Friendly


iPad Screenshots

How age-friendly is your brand? The AF app helps you evaluate all aspects of your customer journey

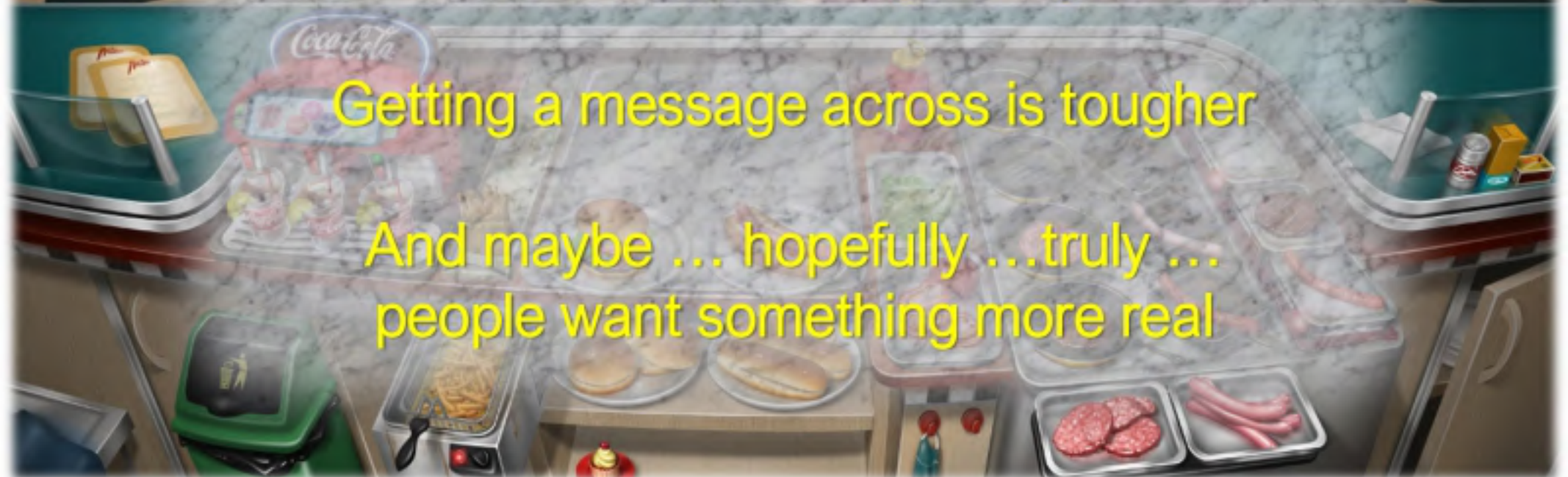


Checklist questions are associated with the 25 effects of ageing and scored on a 1-5 scale



A virtual restaurant scene with a checkered floor, blue bar stools, and soda dispensers. Three identical faces of a young boy are overlaid on the soda dispensers.

In a world of virtual/augmented/"fake news"/streaming reality

A virtual kitchen scene with a Coca-Cola sign, a green trash bin, and various food items on trays.

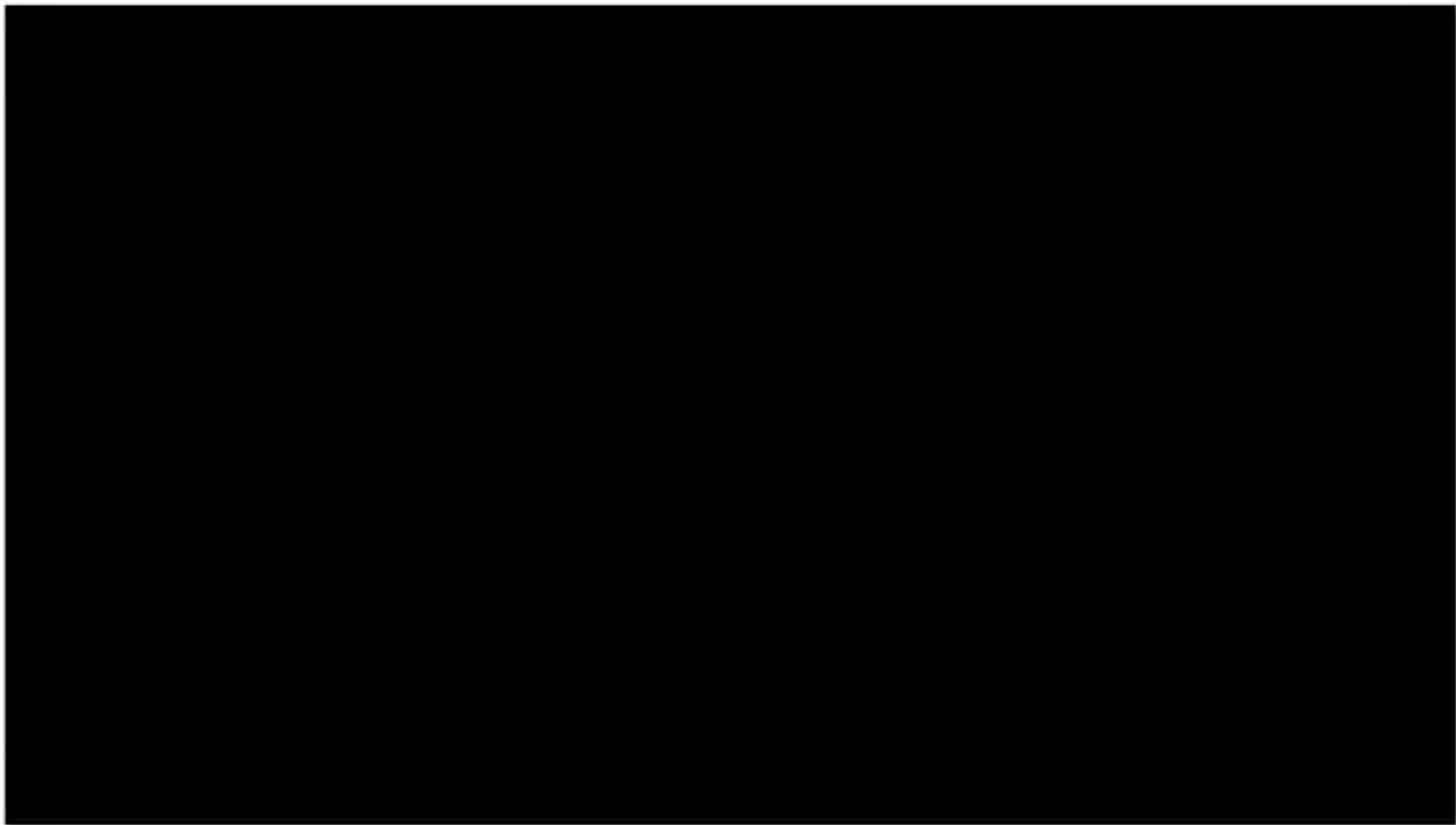
Getting a message across is tougher

And maybe ... hopefully ... truly ...
people want something more real









**World
TOilet
Day**



19 November

