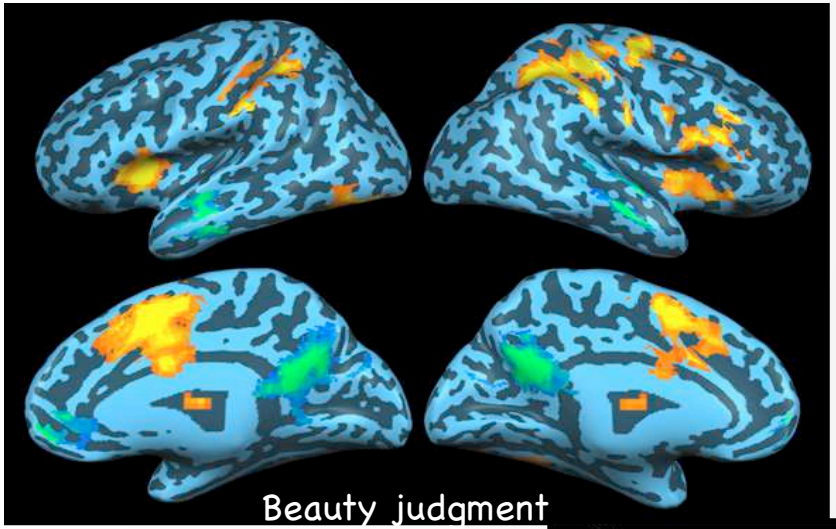
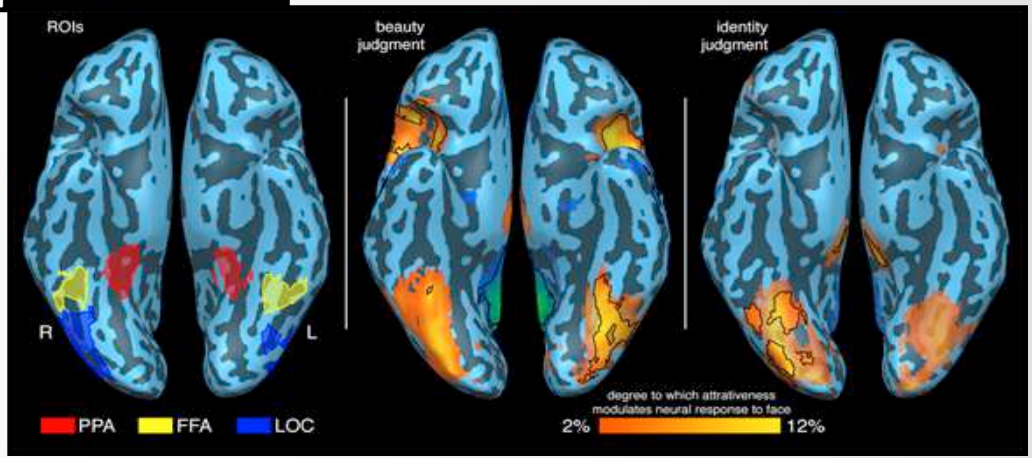
GLOBAL WELLNESS
SUMMIT 2017

Beauty2Wellness Research Report: Insights & Q&A

How Can Beauty Contribute to Wellness? Preliminary Findings from the Much-Anticipated Report

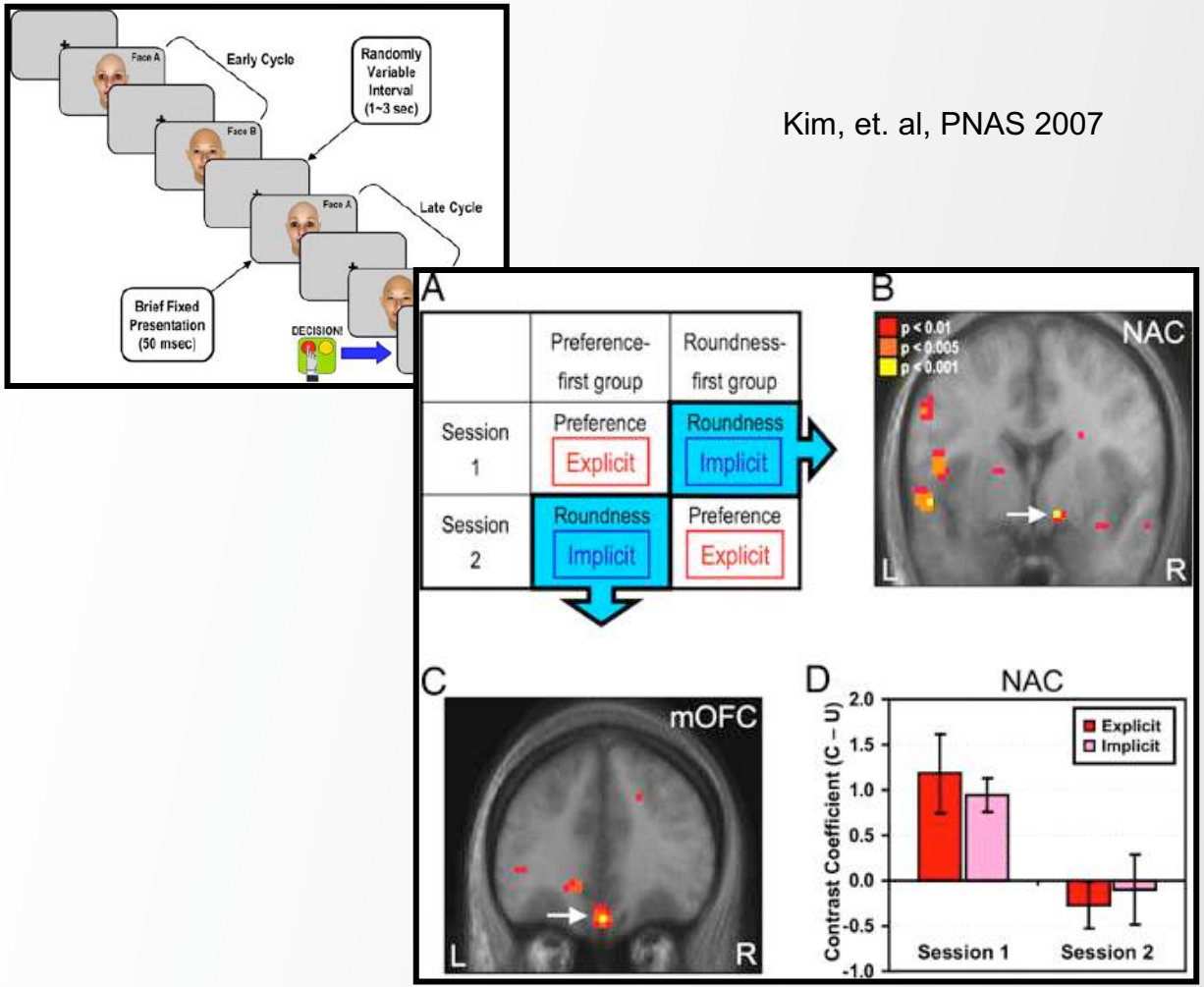
Dr. Anjan Chatterjee, Elliott Professor of Neurology, University of Pennsylvania, U.S.

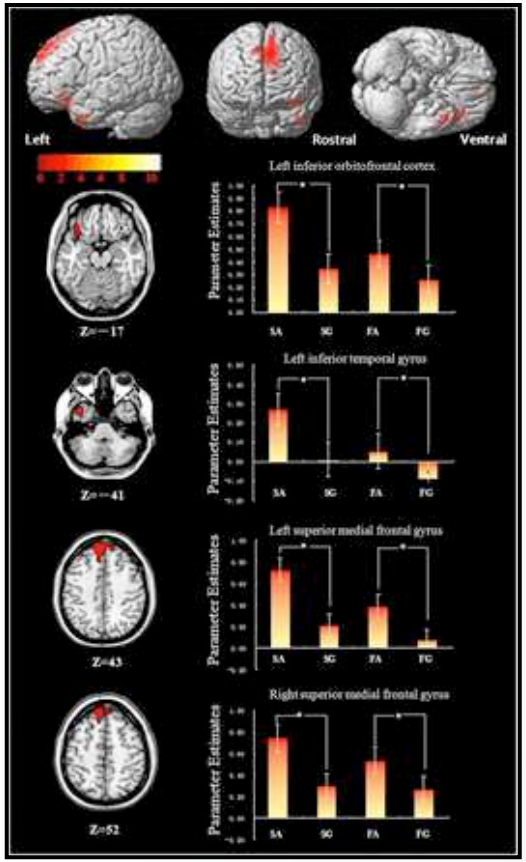


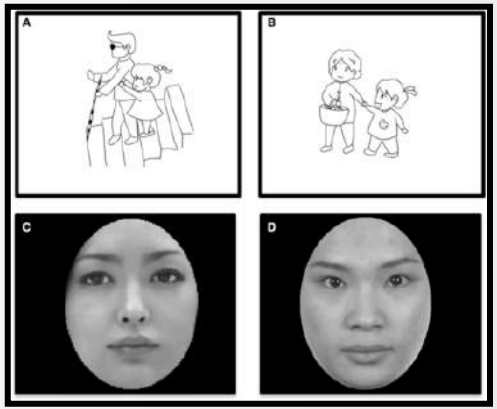


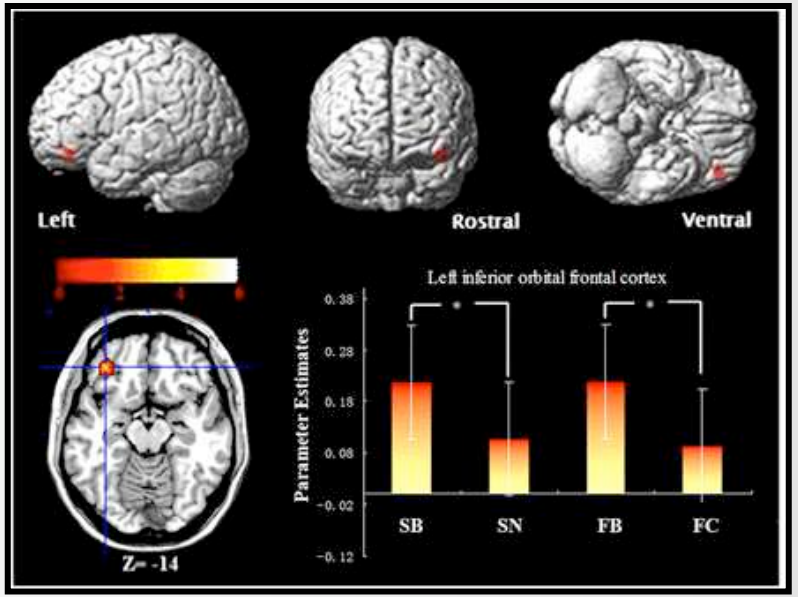
Chatterjee, Thomas, Smith, Aguirre, Neuropsychology 2009

Kim, et. al, PNAS 2007



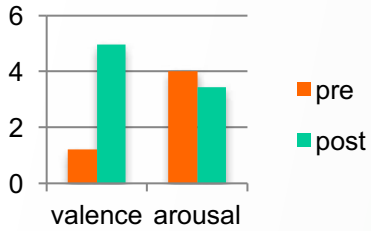


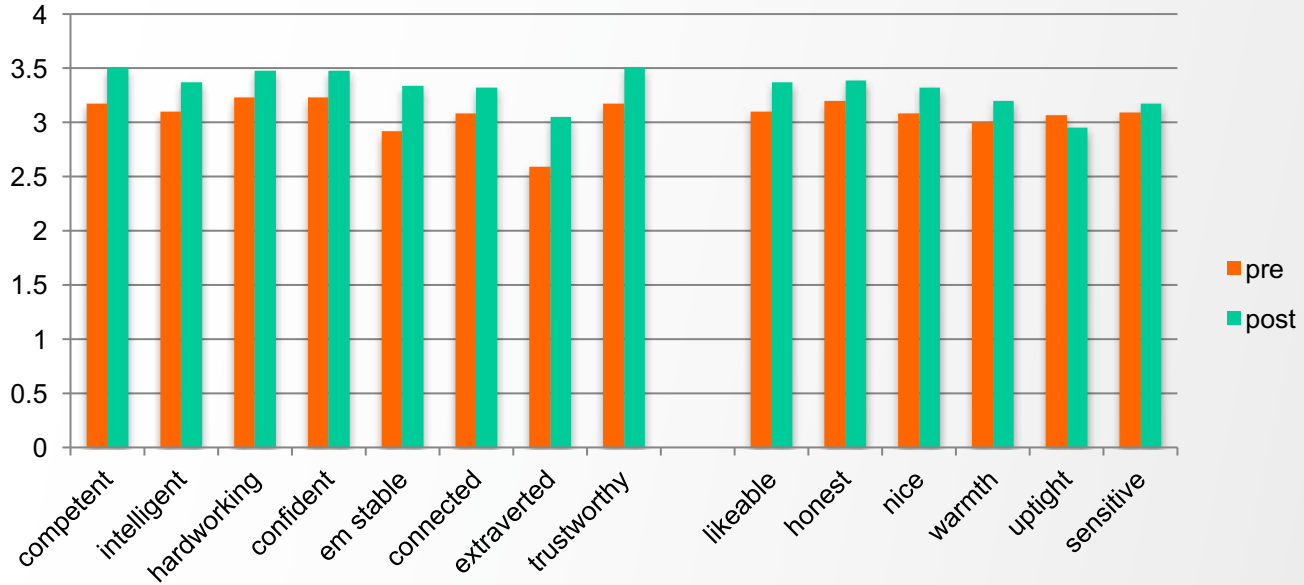




Wang, Mo, Mo, et al., SCAN 2014

26 face pairs; participants n=145 (83 m, 62 f) using M-Turk, age 35.4y





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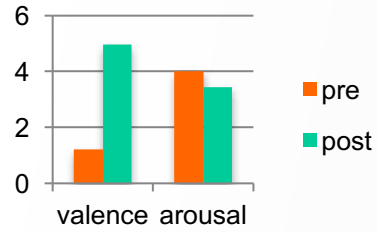
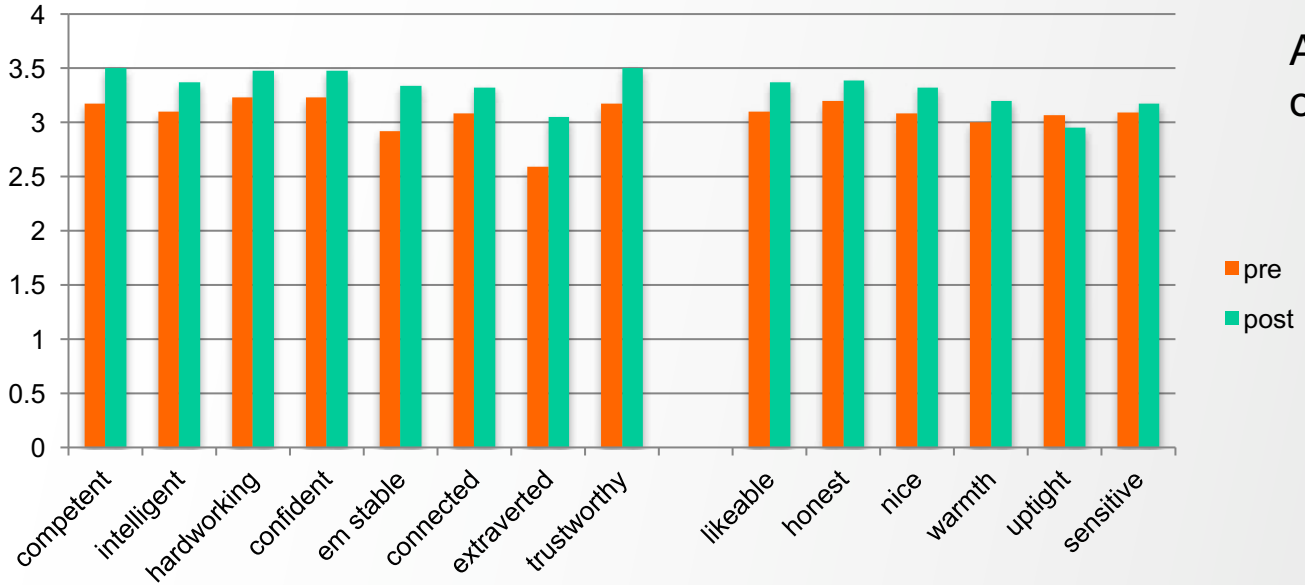


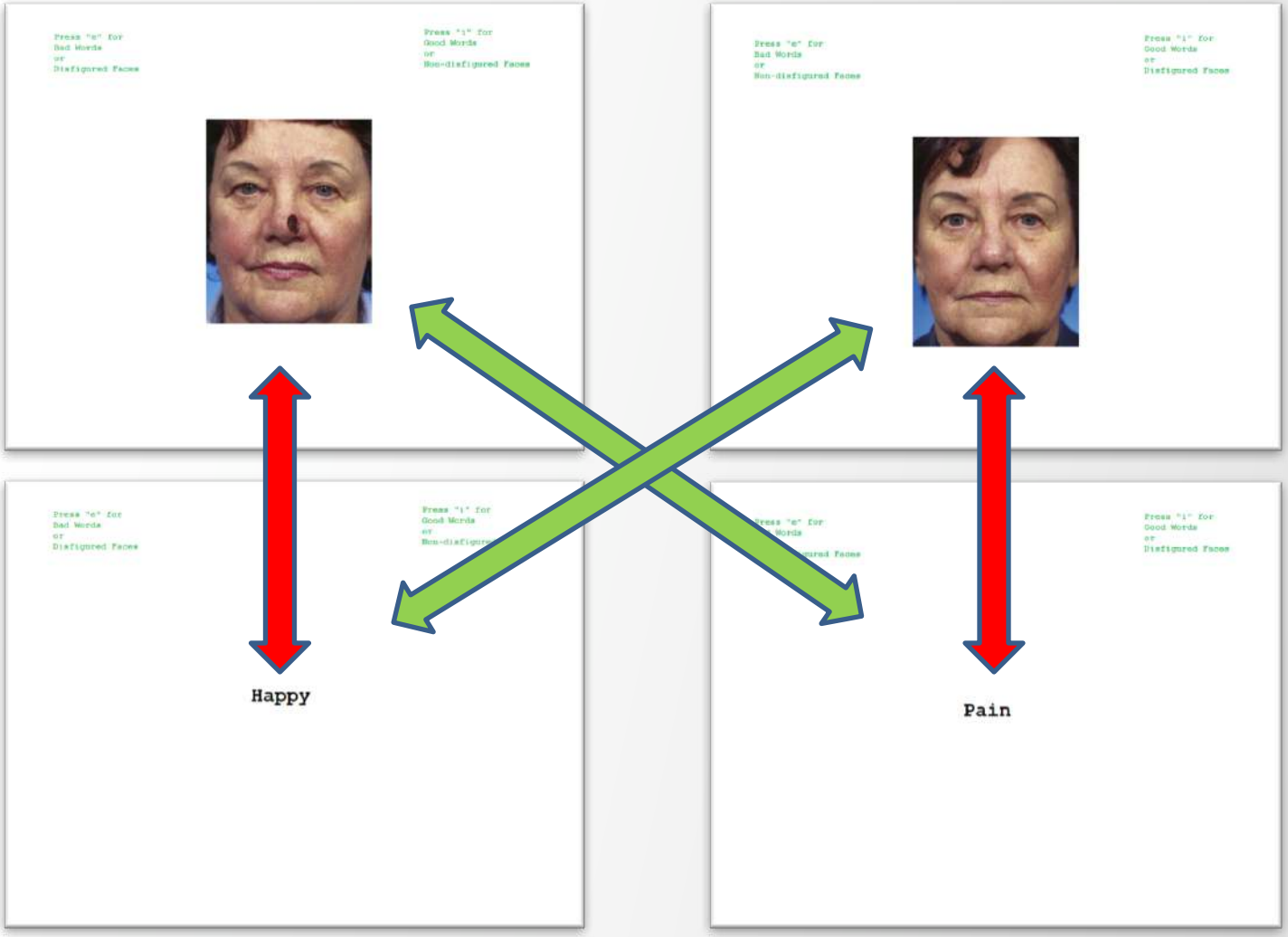
Principle components

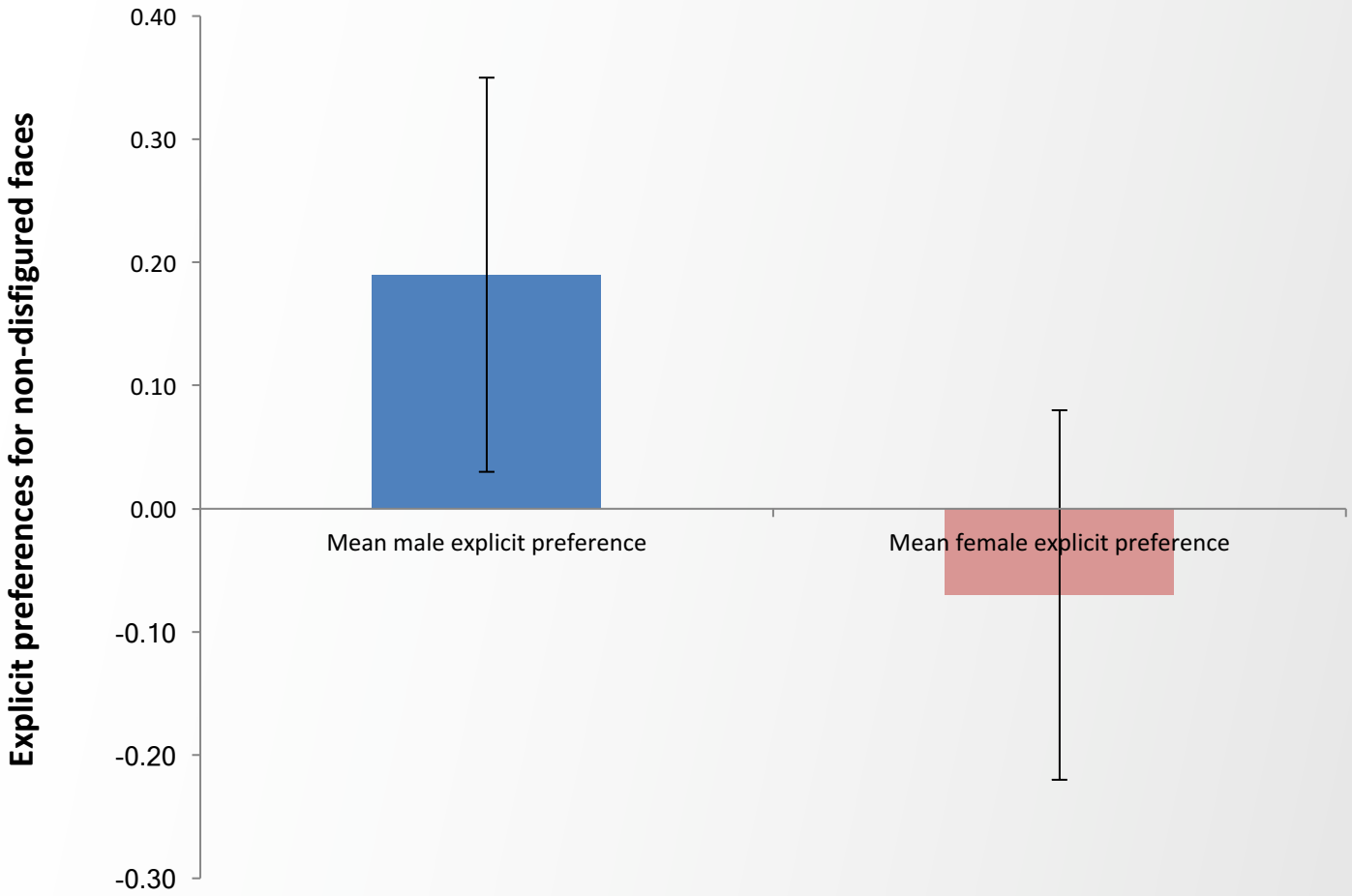
Sociable, happy	47%
Outgoing, dominant	09%
Emotionally stable	03%
Object of curiosity	03%

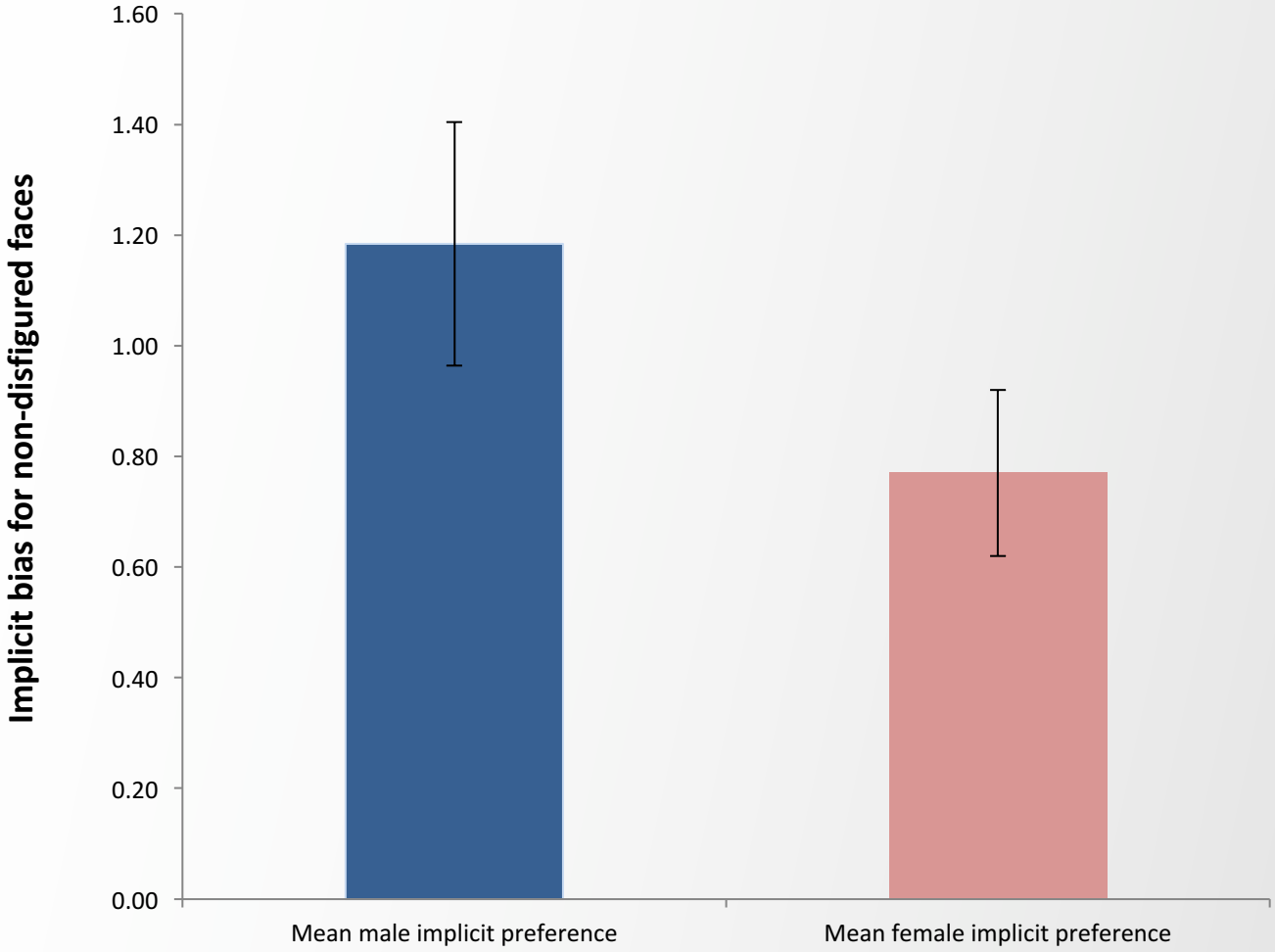
Attractiveness minimal effect on components

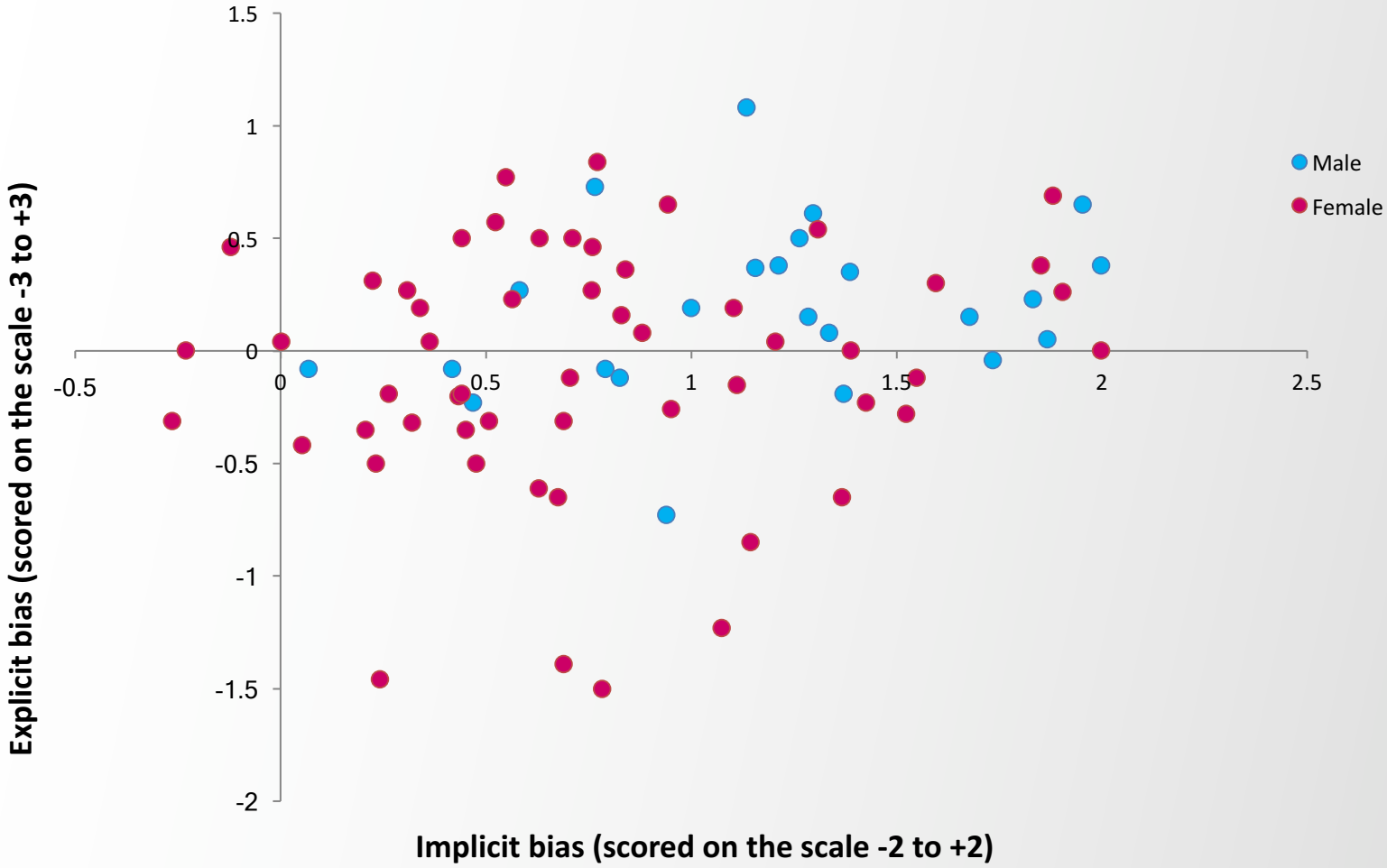


26 face pairs; participants n=145 (83 m, 62 f) using M-Turk, age 35.4y


Press "e" for
Bad Words
or
Disfigured Faces
Press "i" for
Good Words
or
Non-disfigured Faces
Happy
Pain


Explicit preferences for non-disfigured faces
0.40
0.30
0.20
0.10
0.00
-0.10
-0.20
-0.30
Mean male explicit preference
Mean female explicit preference


Implicit bias for non-disfigured faces
1.60
1.40
1.20
1.00
0.80
0.60
0.40
0.20
0.00
Mean male implicit preference
Mean female implicit preference


Explicit bias (scored on the scale -3 to +3)
Implicit bias (scored on the scale -2 to +2)
1.5
1
0.5
0
-0.5
-1
-1.5
-2
-0.5
0
0.5
1
1.5
2
2.5
Male
Female

```
Cluster 0
[('Healthy', 2984443), ('Nutrition', 2982713), ('Wellness', 2982234), ('Fit', 2976381), ('Biggest_Loser',
2963581), ('breast_cancer_survivors', 2939442), ('breast_cancer_survivor', 2937014), ('CVS_pharmacy',
2931019), ('Breast_Cancer_Awareness_Month', 2924432), ('Longevity', 2920437), ('Arthritis_Foundation',
2918842), ('Healthy_Living', 2914079), ('Vitality', 2909937), ('Wellbeing', 2889128), ('Get_Fit',
2861241), ('Shape_Up', 2852113), ('Think_Pink', 2849354), ('Mind_Body', 2842242), ('Healthy_Eating',
2834687), ('Ageless', 2832014), ('Peak_Performance', 2827442), ('Dr._Mehmet_Oz', 2819736),
('Healthy_Communities', 2810304), ('Healthy_Aging', 2806133), ('Fitness_Expo', 2799700),
('Sustainable_Living', 2794573), ('Planet_Organic', 2792616), ('Nourish', 2790917), ('Rediscover',
2783671), ('Nutrition_Month', 2782662), ('Healthy_Lifestyles', 2777587), ('Healthy_Lifestyle', 2774931),
('Revitalize', 2773118), ('Earth_Fare', 2771845), ('Slimming', 2770991), ('Lighten_Up', 2767845),
('Outdoor_Adventure', 2761594), ('Healthy_Weight', 2761356), ('Patch_Picks', 2727641),
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('Healthiest', 2715470)]

Cluster 1
[('fashion', 2997378), ('lifestyle', 2995266), ('Body', 2988105), ('Style', 2986546), ('makeover',
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('glossy_magazines', 2850309), ('Gaiam', 2843989), ('Inspirations', 2842576), ('beachwear', 2839044),
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('shapewear', 2814480), ('Suzanne_Somers', 2813951), ('sexy_lingerie', 2805656), ('Indulgence', 2799853),
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2751394), ('lucy', 2746130), ('aging_gracefully', 2734164), ('Rachael_Ray_Show', 2732042),
('decluttering', 2724399), ('luluandmoxley.blogspot.com', 2713711), ('LifeStyle', 2709741),
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('Westin_Hotels', 2701329)]

Cluster 2
[('cosmetic', 2982435), ('cosmetic_surgery', 2962500), ('cellulite', 2936576), ('dermatologists',
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Cluster 3
[('dietary_supplements', 2958247), ('nutritional_supplements', 2951115), ('nutraceutical', 2918442),
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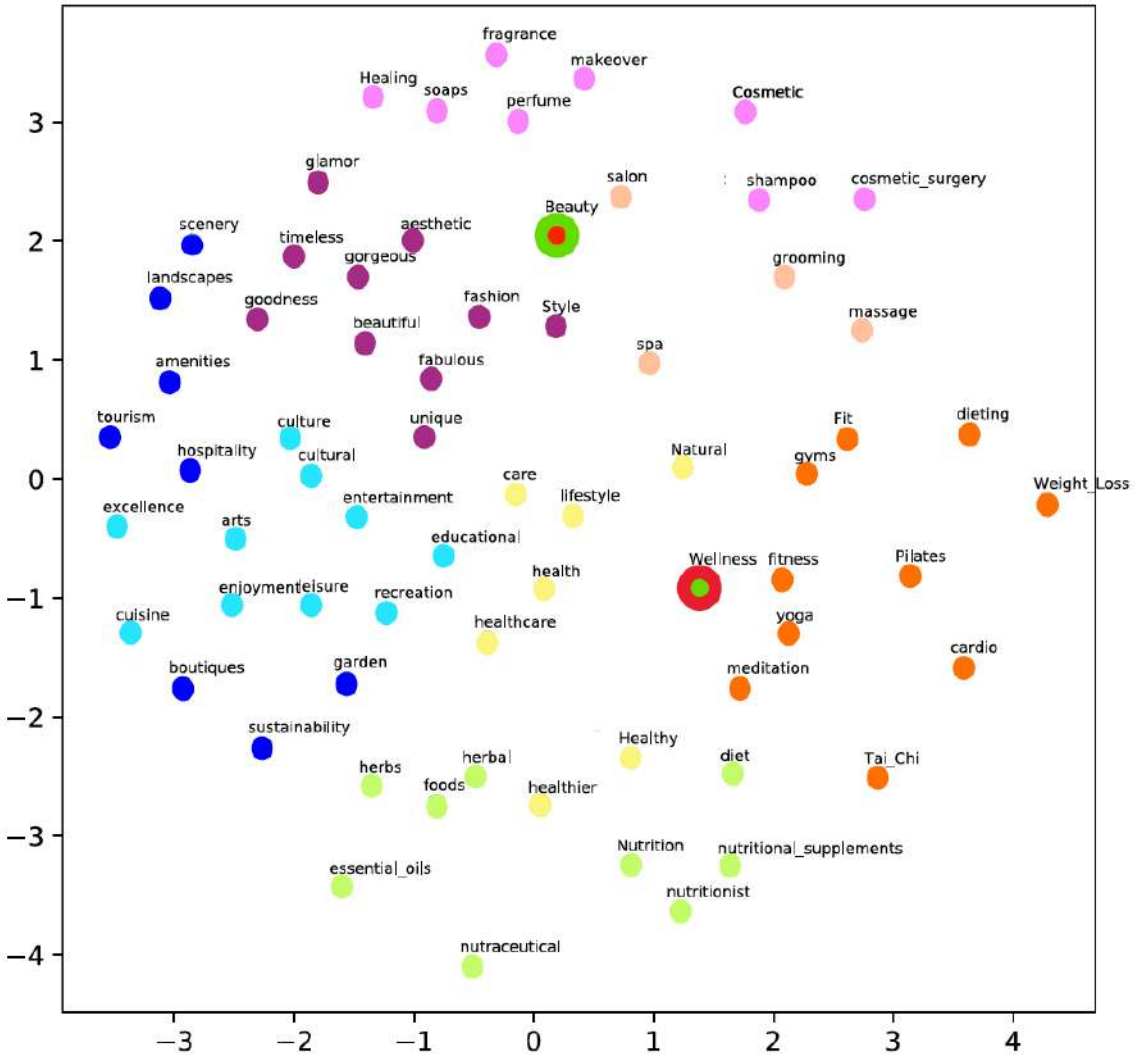
Google News 10y
100 B words
300 dimensional vectors for
3 M unique words
300,000 &1500 word
vectors w beauty &
wellness

Products
Spa/salon
Activity
Nutrition
Health care
Self care
Environment

Word Similarity



Products

BEAUTY

Glamour/goodness

Spa/Salon

Environment

Health care

Self care/Culture

Activities

WELLNESS

Nutrition

Products

BEAUTY

Glamour/goodness

Spa/Salon

Environment

Activities

Health care

Self care/Culture

WELLNESS

Nutrition

Products

BEAUTY

Glamour/goodness

Spa/Salon

Environment

Activities

Health care

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WELLNESS

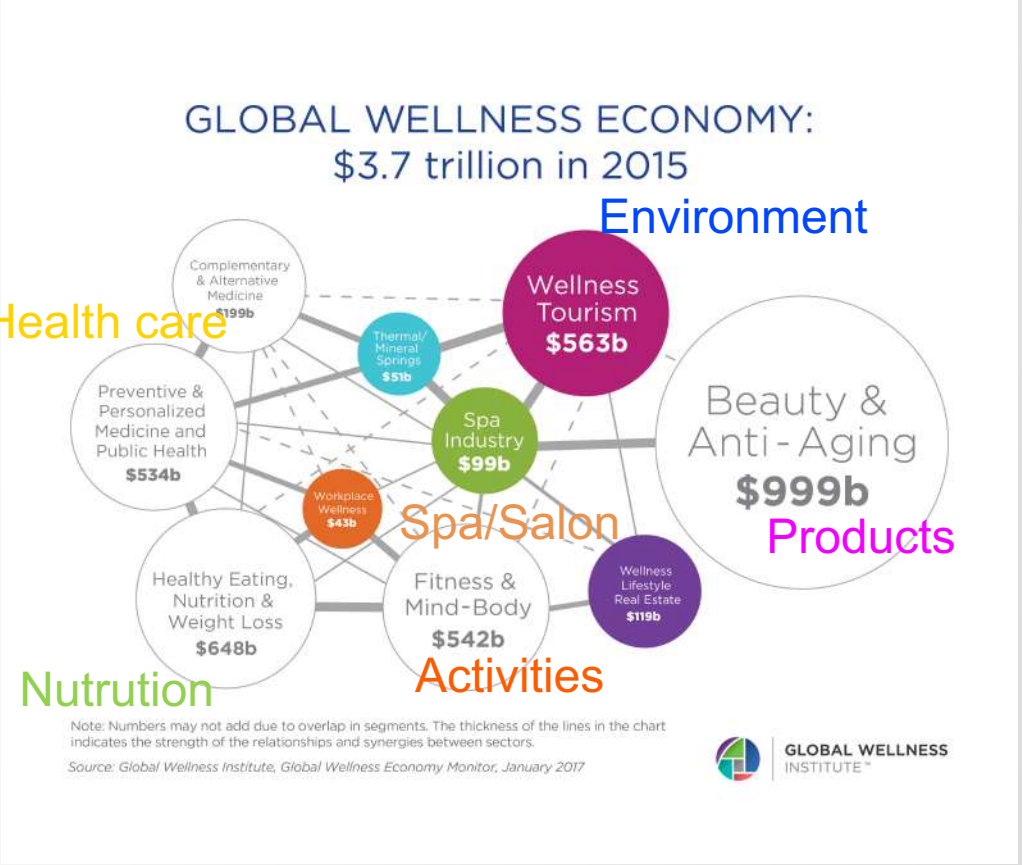
Nutrition

BEAUTY

Glamour/goodness

Self care/Culture

WELLNESS



BEAUTY

aesthetic
allure
elegance
fabulous
glamour
goodness
radiant
sensual
simplicity
style
uniqueness
vitality

WELLNESS

Beauty2Wellness

Industry

look good
feel good
be good
do good

Customer