



HEALTH STATEMENT

2016 International Health Inspiration Book

TREND SOURCING

Agence prospective



TREND SOURCING

Designing global health, wellness & beauty



OBJECTIVES



LIGHTING UP THE HEALTH REVOLUTION & THE NEXT WELLNESS PARADIGM

Fueling your inspiration
& emphasizing emerging trends to design
the future of beauty, wellness and healthcare

- Exploring disruptive imaginaries and aesthetics
- Understanding consumers' aspirations & ambitions
- Through an international and cross-category panorama, exploring innovative experiences, ingredients, products, services, technologies, places
- Analyzing key drivers, mainstream and niche offers

SUMMARY

INTRODUCTION

- “*Health(y) momentum*”, wellness blurring and inclusive beauty
- The Health-Yers gen: unstoppable happiness, super-health ambition, keep fit movement

THE CONTEMPORARY HALO OF HEALTH

- Health Statement:
- From fundamentals to healthy lifestyle dimensions
- The 6 key drivers to inspire Health Statements:

1/ HEALTHTAINMENT

4/ HEALTH & AGE HACKING

2/ UBI-WELL-BEING

5/ WILD WELLNESS

3/ IN & OUT ECOLOGY

6/ D(r)LICIOUS CARE

CONCLUSION

- Key drivers to build your Health Statement

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Sources are in the comments



INTRODUCTION



“Health(y) Momentum”

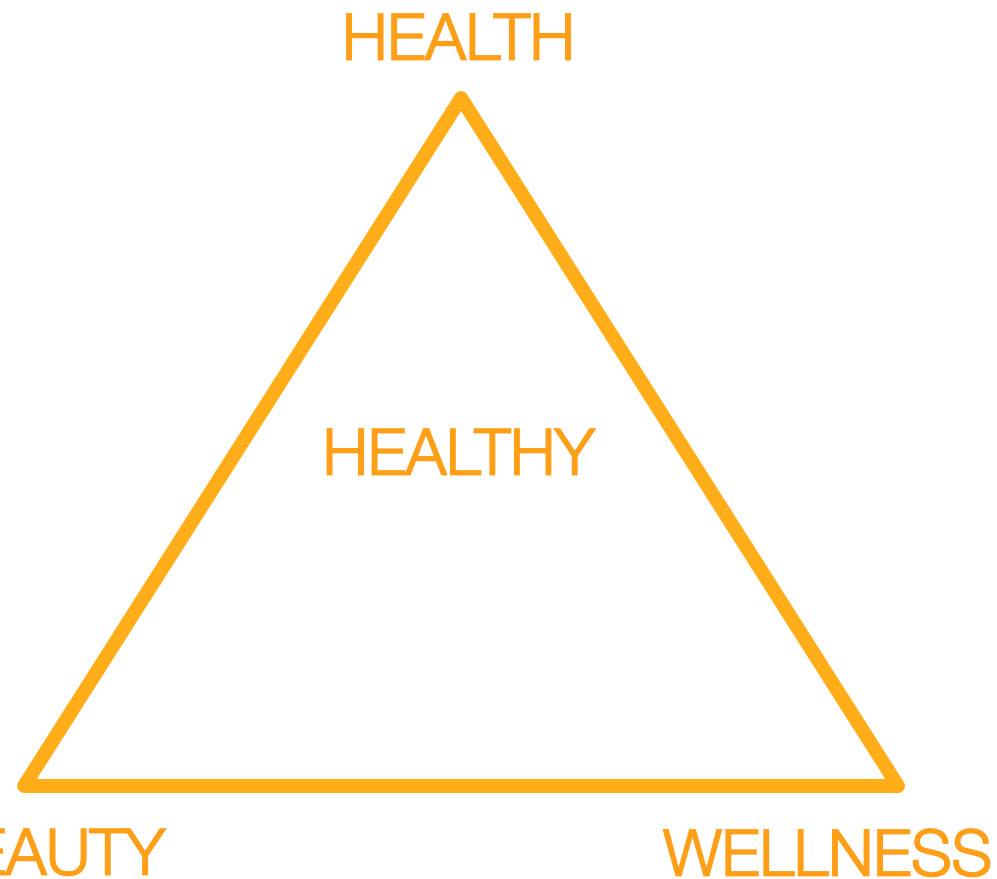
The health ambition has never been so much stronger

- 91% of Americans think about healthfulness of food and beverages (1)
- 75% of French people are interested in a well-aging coaching service from health insurance companies (2)
- Booming of digital health
- A dedicated rubric, or even newspaper in numerous medias: Figaro, Time, LeMonde...

This mega trend is shaking giants

- McDonald closed 900 restaurants in 2015
 - Next offers will include kale salad, quinoa, and Brussels sprouts ...but the brand didn't understand the “healthy” lesson: high calories food remain on the menu
- US: -25% for soda consumption in 20 years (3)

“The biggest change in the American diet over the last decade.”
New York Times



Healthy, a lifestyle statement

- Wellness takes place everywhere: at work, at home, in mobility, by apps, food, cosmetics...
- Inclusive beauty is starting and overcomes every barrier: age, gender, time, numerous stress

Proven results are going to increase the phenomenon

- Through impacts on epigenetic, environment influences 85% of our DNA (1)
- Sleeping well at night is the first priority of Europeans
- Mistimed sleep disrupts circadian regulation of the human transcriptome (2)
- 97% of key genes in biological rhythms are out of synchronization in case of jet lag or night work (3)
- Meditation: a proven action on longevity by modulating expression of some genes including pro-inflammatory genes (4)

Brands have to approach wellness and beauty from a lifestyle perspective





ENTERTAINMENT OF HEALTH & WELLNESS



HEALTHY THE CONTEMPORARY FORM OF COOL

- New paradigm: a shift from clinical and boring practices to a fun and aspirational way of living

NEW EXTENSION OF THE SOCIETY OF THEATRE

- It's not only about practices, but also about performance and promotion: Instagram is the social media of Health
- Food & supplements, the new stars' biz
 - Ex-top models launch their superfood (i.e. Cindy's Essentials (1) Or Super Elixir by Elle McPherson(2))
 - Beyoncé-approved 22-Day Revolution recipes that are perfect for Super Bowl, and a brand-new business: a meal delivery service

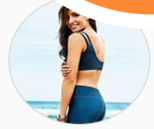
"GLAMOLUTION" OF HEALTH & WELLNESS ROUTINES

FUNNY OBSESSIONS, PLAYFUL PRACTICES: ATHLEISURE





(F)IT-GIRLS: COACHING VIRAL SHOWS



kayla_itsines FOLLOW

Kayla Itsines & Tobi Pearce © Creators of the #BBG - Bikini Body Guides
 NEW!!! "SWEAT WITH KAYLA" APP!!! Available in English and
 Click here www.kaylaitsines.com/app
 2,899 posts 4.4m followers 438 following



CONTRARY TO POPULAR BELIEF, FITNESS IS ABOUT BEING HAPPY AND HEALTHY - NOT BEING SHREDDED AND MEASURING THE GRAVITATIONAL PULL BETWEEN YOU AND THE EARTH.



ITSINES
 "IT'S-SEEN-ESS"

SWEAT WITH KAYLA

Fitness community and ecosystem, Kayla Itsines

- A subscription to sculpt a "bikini body"
- With responsive contents: fitness exercises and diet programs through websites and social medias
- Join the BBG Community, the largest fitness community in the world (10M.women)



RECIPES BLOG VIDEOS BOOKS EVENTS SHOP

MY GLOW GUIDES APP IS AVAILABLE NOW!
 8-WEEK HOLISTIC TRANSFORMATIONAL PROGRAMM
 YOUR OWN POCKET PERSONAL TRAINER, NUTRITIONIST & LI

Let's get glowing!

Available on the App Store | ANDROID APP ON Google play

Madeleine Shaw
5 TIPS TO LIVE BY

GLOW GUIDES

My Glow Guides App, by Madeleine Shaw

- Pocket personal trainer, nutritionist and life coach
- A 8 week, holistic transformational plan packed full of yoga, strength and cardio workout videos, meal plans , exclusive recipes, audio meditations, live streaming, direct messaging
- No body shamming but performance promise

New wave of influencers: from blogging (self-centered) to coaching (conversations and community mgt.)

SWEATING, SLIMMING, BEAUTIFYING WITH GURUS

- Healthy shift: no slimming anymore, but a fitted body to show
- Trustworthy girls who coach wide communities
- A global coaching, integrating all life dimensions and all virtual touchpoints

PEER TO PEER MOTIVATION & COACHING: SOCIAL SUPPORT, NEW DRIVER

FIT-GIRLS : BRAND AMBASSADORS OR COMPETITORS?





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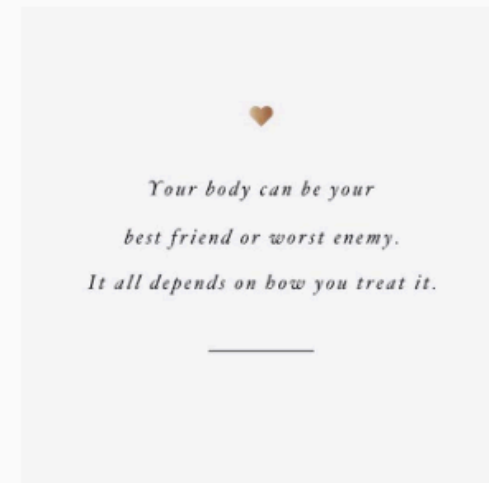
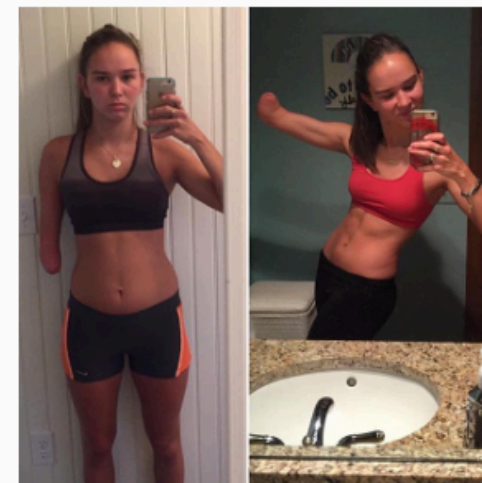
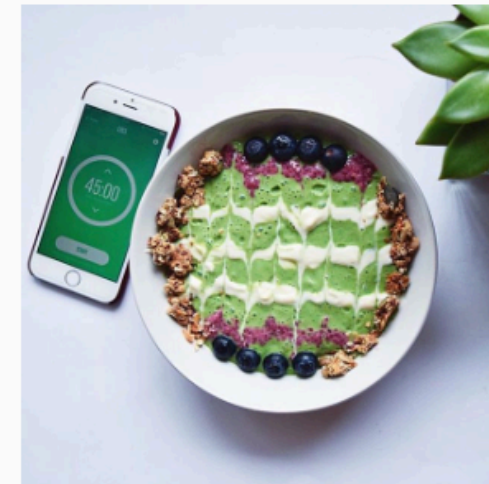
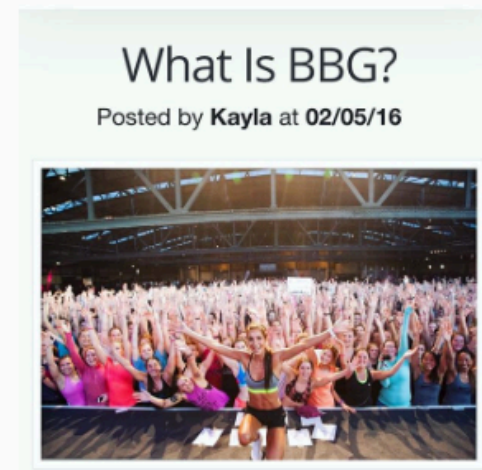
S'abonner

Kayla Itsines & @tobi_pearce 🍷👉👉👉 Creators of the #BBG program . ⭐️⭐️NEW APP 'Sweat With Kayla' OUT NOW ⭐️⭐️ . Available in English and 🇮🇹🇩🇪🇪🇸 . Click here 📌 www.kaylaitsines.com/app

3 425 publications

5m abonnés

205 suivis

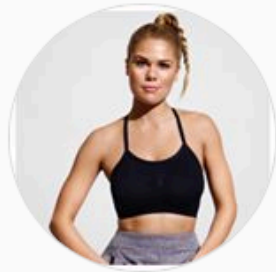




**You are
SO MUCH
stronger
THAN
YOU THINK**



“And if there’s one thing you should do, it’s stop being a paradox. You say you want to be happy, yet you allow yourself to be surrounded by negative people. You say it’s time for a change, but things stay exactly the way they always were. You say you can’t believe they did that to you, but still won’t stand up for yourself. Now, I’m telling you, it’s time. It’s time to be exactly the person you’ve always wanted to be. It’s time to take control. It’s time you let yourself be happy, because my goodness, you deserve it.”



madeleine_shaw_

S'abonner

Madeleine Shaw Health Coach | Yoga Teacher | Bestselling Author My App: Glow Guides download in the App Store BUY My New Book #ReadySteadyGlow amzn.to/1Mqj1Wz

1 666 publications

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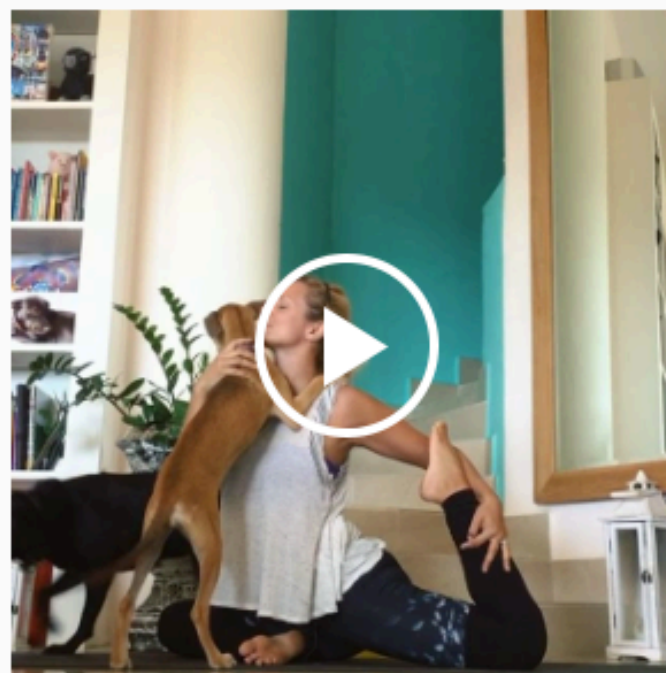
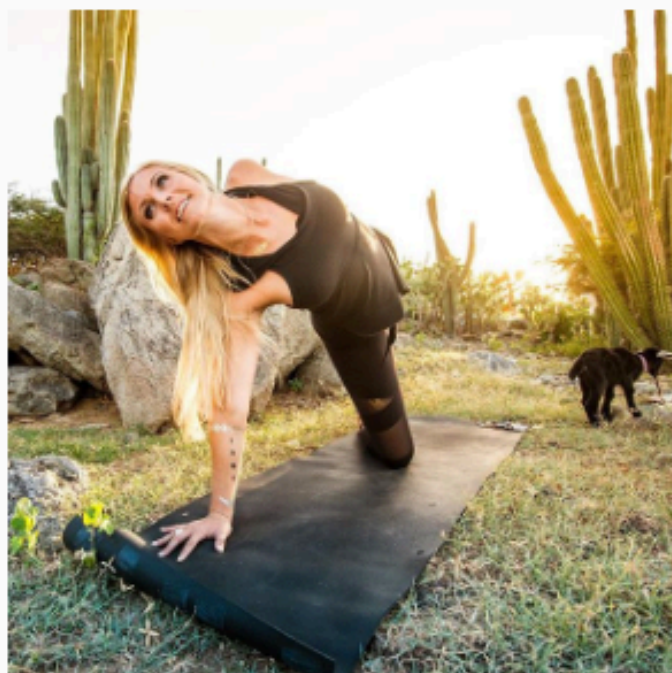
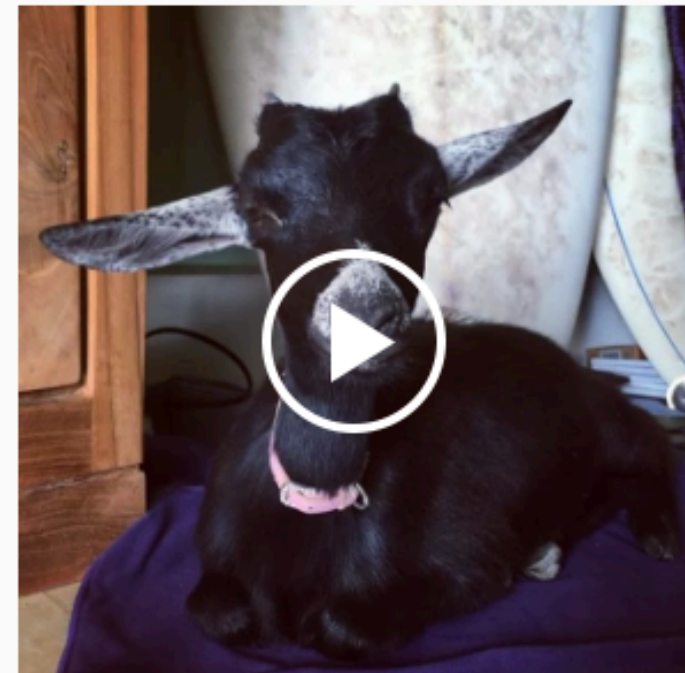
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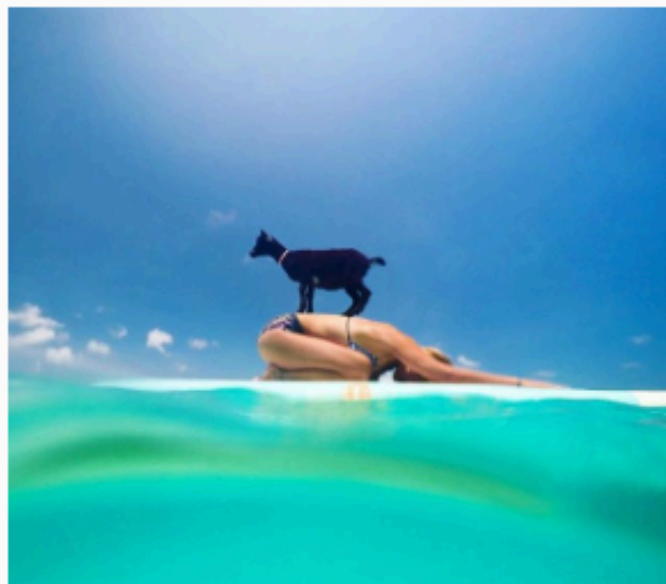
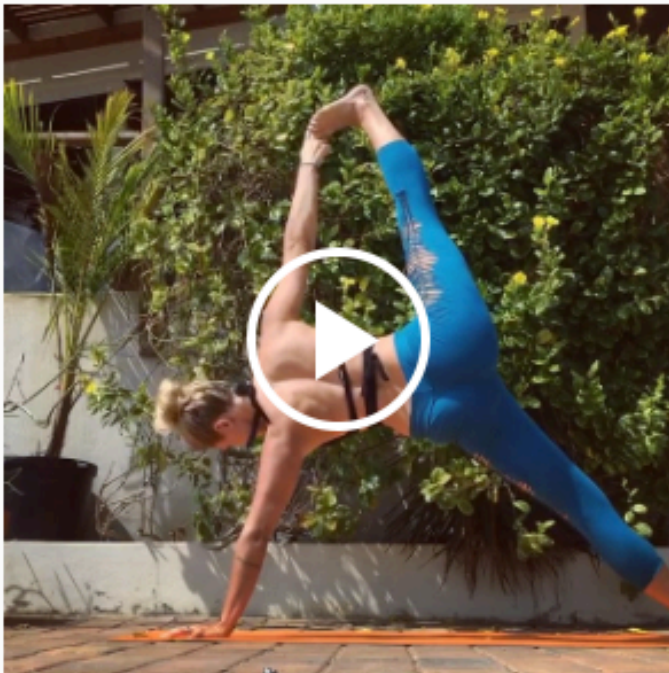
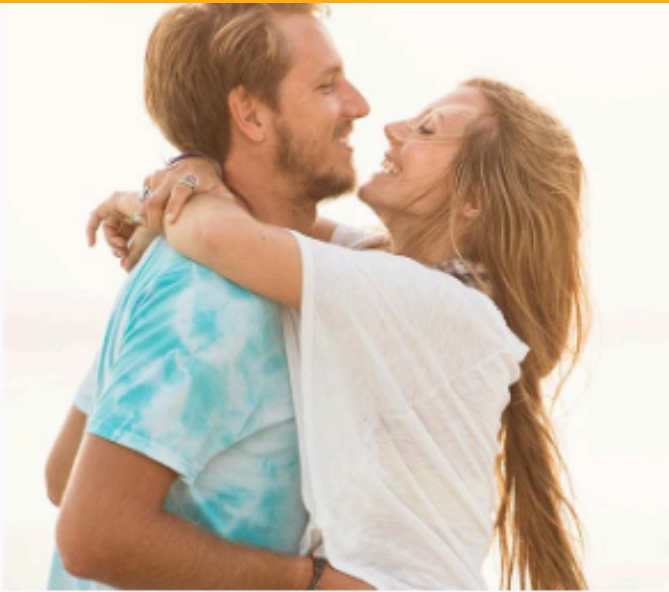
Rachel Brathen I just want to do yoga, drink wine and save all the puppies 🌸🙏
🍷🐶 @oneoeight.tv 📺 @109world SNAPCHAT: rachel_brathen
info@rachelbrathen.com www.mountaingames.com/event-detail/Yoga-Girl.aspx

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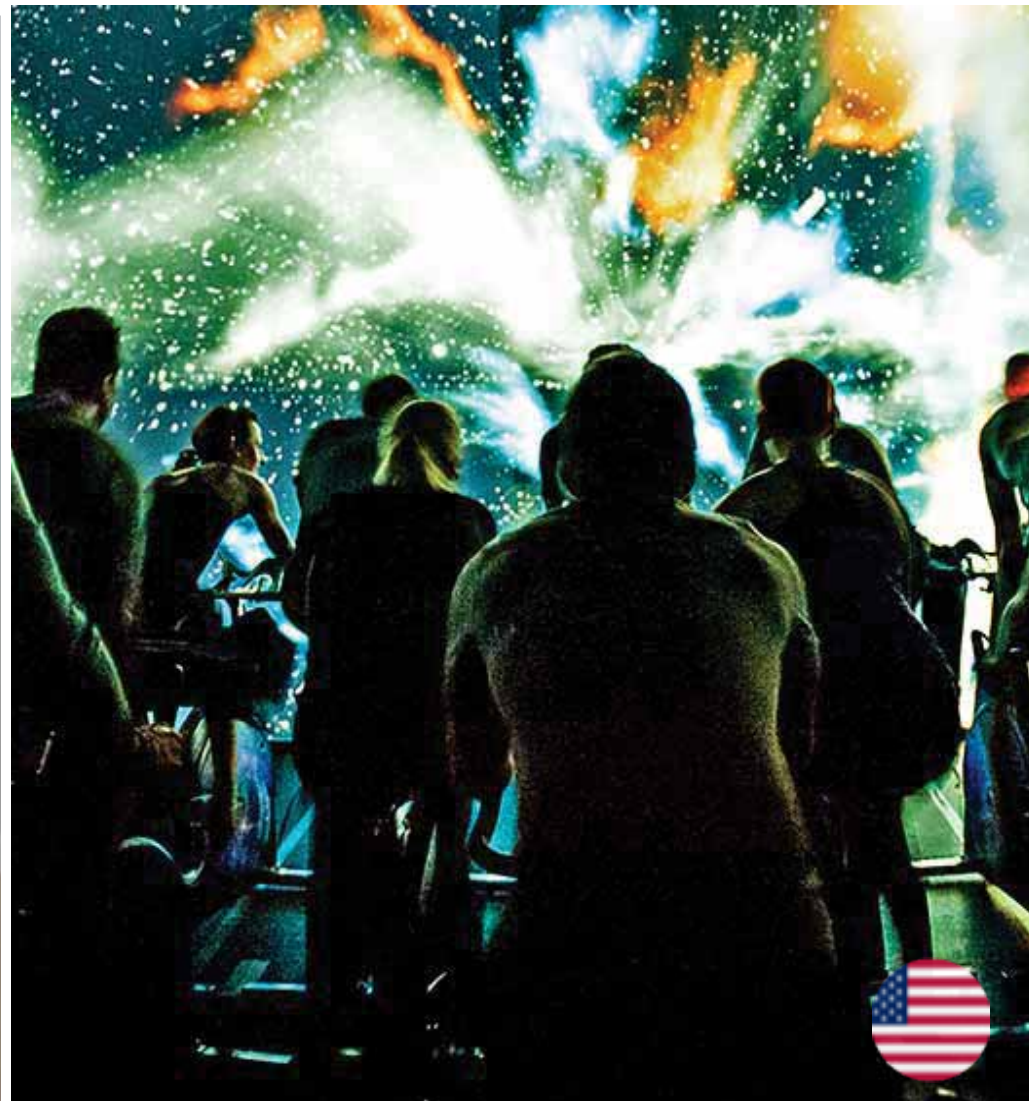
AUGMENTED WELLNESS DISCIPLINES



MULTI-SENSORIAL MEDITATION

Somadome

- A futuristic meditation pod mixing light therapy and relaxation-inducing vibes
- Available in spas and hotels, but an ambition to make it a place of wellness in the workplace



DIGITAL IMMERSIVE CYCLING

The Trip, by Santa Monica Super Sport (LA)

- 360° cycling experience: indoor workout that transports to another place
- In a dark studio with a floor-to-ceiling curved screen that projects movie-quality visuals, is combined with music and cycling

ONLY ONE HEADLINE DISCIPLINE IS NOT ENOUGH

- A fusion solution to provide dramatic experience while creating a balanced sport

SWEAT IS 1/2 OF EXPERIENCE, SURPRISE IS THE OTHER

AUGMENTED REALITY IS THE FUTURE OF FITNESS





OPEN TRACKS

**# ENTERTAINING HEALTH & WELLNESS
WITH PLAYFULLNESS:
AESTHETICIZATION, GAMIFICATION OF THE OFFER**

**# BEYOND BEAUTY RITUALS,
DESIGN BRAND DISCIPLINES/SPORTS**

**# FIT, NEW DRIVERS FOR SEDUCTION?
CAUTION: DON'T CREATE UNREACHABLE GOALS**

**# THINK SHOW: EGO-CENTRIC & "CO-CENTRIC"
BUILT, FUEL & SHARE THE WELLNESS**

**# COACHING BY VIRALITY:
THE BOOST BY PEERS ISN'T A DETAIL**





2.

UBI-WELL-BEING



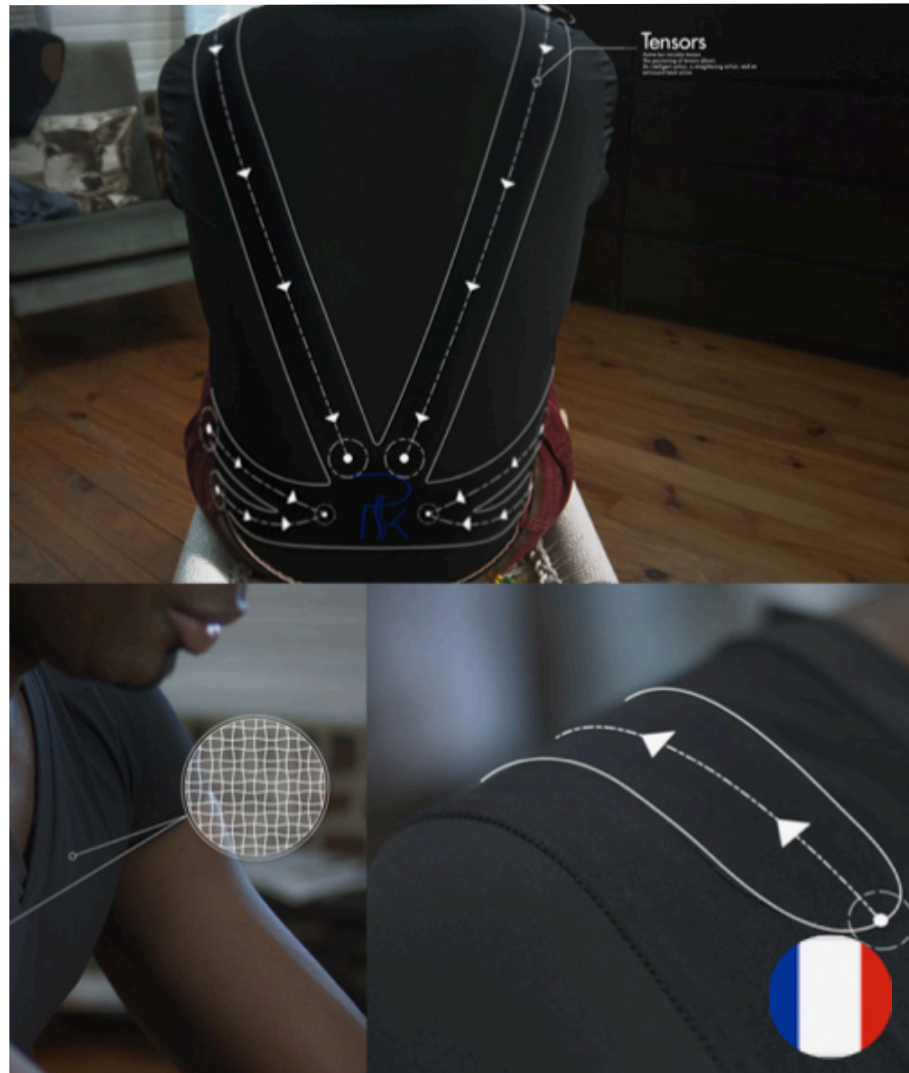
TOTAL TRACKING & COACHING



UBI-TRACKING TATTOO

Tech Tat, by Chaotic Moon (start-up)

- A patch to take off easily before shower ; a combination of an electro-conductive paint and a microchip
- Record and transmit heart rate, stress level, temperature... to an app, and so to connect permanently patient and health professionals



NEW FORMS OF "WEARABLES"

A smart t-shirt, by Percko

- Able to track bad position of back and to generate a force to push person to correct it
- Thanks to a material with 17 sensors distributed on spine, shoulders and chest
- No need for app or recharge, and 30% thinner than a classical t-shirt

Technology allows us to monitor and diagnose every part of our physiology, psychology and environment

NOW HEALTH SOLUTIONS OVERCOME TECH FORMS

- After connected watches, jewels, toothbrushes, and other kinds of objects
- No digital detox with wearables that can be forgotten

THINK OUT OF THE APP!

DESIGN HEALTH TOOLS AS A SECOND SKIN (CF. L'OREAL PATCH)

#FREE FROM INTERFERENCES: DIRECTLY AT THE SOURCE OF DATA





DEVICE AMPLIFIES THE EFFECT



ON-BOARD DIAGNOSIS

Oto CLINIC, by Cellscope

- Otoscope to plug to smartphone to take video of the inside of ear.
- Used by pro and consumers: with the Seymour app to share it with a doctor for an immediate answer



PLUGGING TO BOOST TOPICAL CARE

Haku, by Shiseido

- Electrodes to plug on smartphone to activate mask effects: active ingredients penetration is boosted by 40% by iontophoresis (1) thanks to device

MOBILE ADDICTION & PHUBING (1)

- Smartphone is everything everywhere: soon our first priority?
- SK: the equipment level exceeds 100%!

TRANSFORM 2.0 OBSESSION INTO WELL-BEING GEEKOLOGY

- 62% of Americans use it to get health information (1)

DEVICES AS POWERFUL ALLIES TO 'CARE'

GEN Y TECH BRINGS NEW CONNECTED ROUTINES



THE CONTEMPORARY BETTER-LIVING IS COMING

Consumers have never had so much options to adopt a healthy/wellness attitude, and they integrate beauty in this equation

HEALTHINESS IS A TOTAL PLEASURE FOR ALL

- The evolution towards better-living and prevention supposes joyful healthy rituals
- The “better” dimension is spreading: it's not anymore longevity only, but also happiness and sexiness

“Enlivening the hottest, happiest and healthiest you”

My Glow Guides by Madeleine Shaw

CONSUMERS LOOK FOR MEANINGFUL BRANDS WITH A PROMISE THAT FITS THEIR HEALTHY WAY-OF-LIFE