



Exploring Salt & Halotherapy Initiative Briefing Paper 2017

What is the aim of your initiative?

The main goals of the "Exploring Salt and Halotherapy Initiative" are (1) to add scientific/consumer research to the anecdotal evidence of the benefits of salt therapy, and (2) to educate the spa and wellness industries on the benefits of and how best to incorporate salt/salt therapy into their services.

What or who are the current "news makers" or trends in the initiative's industry/sector?

Salt and halotherapy have emerged as strong trends within the spa and wellness industry through the sheer growth and adoption of different salt therapy modalities. Client demand and response from the early spa adopters of salt and halotherapy have driven the trend. More and more spas and wellness centers are seeing the positive results for their clients and their own business bottom lines.

Name some (high level) challenges facing your industry/sector?

The most significant challenges are lack of education, lack of consumer awareness, and lack of scientific research concerning short- and long-term benefits of salt and halotherapy. Many spas and wellness centers, as well as individual practitioners, are confused about salt therapy as a whole or its individual modalities and lack the awareness of the benefits for clients and their own spa staff's health. Lack of consumer awareness is another challenge as is the lack of scientific research. Without scientific research, advancing consumer perception regarding the health benefits is challenging. Most experiences remain anecdotal and may be perceived as folk remedies.

Where do you see the opportunities for industry/sector?

The global opportunity for salt therapy to alleviate core respiratory ailments is enormous — around the world, an estimated 40 million people suffer from asthma and 80 million suffer from allergies. The worldwide rise of air pollution compounds the growing problems, and salt and halotherapy offer safe, natural, affordable relief. Salt has been shown to have a great impact on skin conditions as well — another large market worldwide.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

There are some strong believers and pioneers, but it is frankly too early to declare hero status as of now.

Is there noteworthy investment happening in your industry/sector?

While large numbers of small spas and holistic wellness centers have begun to offer salt therapy during the past two to three years, some of the most well-known resorts and spas around the world have recently begun to add salt treatments and halotherapy.

Name any key accomplishments (milestones) made by your initiative?

We just formed our Initiative two weeks ago, so our first two steps are determining our objectives (completed) and finalizing our members, which will be complete by the end of September.

Chair: Steve Spiro - steve@halotherapysolutions.com

Vice Chair: Ann Brown

Initiative Members

Mustafa Tawab