

BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



Beauty Becomes You

Dr. Elizabeth Trattner a.p.
ancient wisdom for modern women™

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SUMMARY OF MIAMI BEAUTY MEETS WELLNESS ROUNDTABLE & INTERACTIVE FORUM



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Round 1 Question: Do you believe beauty and wellness are connected? If so, what does the intersection look like, today? Where is it headed, and what does the future hold? **Consider all dimensions of wellness – spiritual, intellectual, emotional/mental, social, physical, professional/occupational.**

Summary - Beauty reflects wellness and it includes all dimensions (even emotional health). Over the years, there has been an increase of wellness awareness making it more mainstream and having a positive effect. This awareness is helping to breakdown traditional “beauty” standards. Most participants agreed that you need to feel good emotionally and healthy inside to obtain self-confidence, self-worth, and then see external beauty more clearly. However, there is a disconnect on how Latinos perceive beauty and wellness and it largely depends on the education level.

- **Mental/Emotional wellness** - It was agreed that feeling good inside and having mental health are key to looking and feeling beautiful inside and outside.
- **Physical wellness** - There is a disconnect between physical health and wellness. In many cultures, you have to suffer pain to look good. Hence the acceptance of liposuction, and other medical treatments are acceptable and sought after widely in the Latino culture. It’s common for example for girls to ask for a nose job or breast augmentation as a sweet 15 gift instead of a traditional party or travel experience as a gift.

Round 2 Question: Do you believe gender, generational, socio-economic, cultural or other influences impact the connection between beauty and wellness? If so, how?

Summary - Yes, there are different influences which impact the connection between beauty and wellness. The major influence is lack of education. Many Latinos think wellness is expensive or a luxury item. They don’t realize that there are Apps for Yoga, Meditation and others things to improve overall wellness that are very inexpensive or are available for free.

Gender has a big impact in this connection as well. In the Latino community women are expected to take care of themselves all the time and to look “good”. Traditionally, men don’t feel they have the same expectations or pressures as women. Women feel pressure from both men and women. Younger generations are growing with social media and are exposed to retouched images more than ever. This increases self-doubt and the search for perfection. Another important factor for Latino women that helps disconnect beauty and wellness is motherhood. Becoming a mother takes first place and even when a woman is a CEO or high executive in a firm she’s always referred to as a “mom”. Being a mother is the highest position you can have in the Latino culture and it makes it very difficult for some women to be able to connect with beauty and wellness because it’s implied and expected that she must sacrifice herself for the good of the children and the family.

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Socioeconomic level also impacts the connection between beauty and wellness. Underprivileged people often cannot afford most spa beauty treatments.

One **cultural** difference which served as an example is how food is viewed in Brazil. Fast food is very expensive, which makes a balance meal at home the norm. Most people are thin and outdoor activities keep people fit. However, when people from Brazil arrive to the USA and send kids to school with home-made lunches, children feel like outsiders because the food doesn't look the same. This pressure makes children turn to pizza or burgers as a way to fit in the culture. A difficult task parents have had to face for years in the USA. This contributes to the rise of obesity in Hispanic children in the USA. Overall, some cultures value diversity, others do not. Some cultures value "robust-ness" or "fullness" in body types and others do not.

Round 3 Four Playground Questions

PG1: Hot Spots & Best Practices – Two Tables

Divide your flipchart paper into two columns. What are the hot spots and best practices in products, services and procedures that connect beauty and wellness today? What are the disconnects?

Hot Spots

- Diversity
- Show Real People
- Sleeping/Siesta time
- More Birth Control Options without hormones
- Take control of sexuality
- Menstruation, is normal, not bad. Organic tampons and feminine hygiene products
- Workplace wellness
- Men grooming awareness increasing
- Customized products

Disconnects

- Using natural, ethical, organic, to advertise when product is not organic or ethically sourced.
- Apps such as EWG and Think Dirty charge brands money, sell beauty monthly subscriptions, or create their own beauty brands.
- People underestimate the number of ingredients they use per day that are harmful.
- People not understanding what natural ingredients really mean.
- Brand greenwashing

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PG2: The New Vocabulary of Beauty + Consumer Perception

How do consumers view the connection between beauty and wellness?

Well-Aging a better word to replace Anti-Aging.

Healthy Aging

Preparing vs Repairing...

Preparing implies sleeping better, hydration, exercise and nutrition. Repairing is fixing something that is broken.

Build beauty from the inside out.

PG3: Connection Between Beauty & Mental Well-Being and “The Pathology of Perfection”

Do you believe there is a dark side to beauty? What are the messages being sent, today? What changes are required to positively position beauty as a key contributor to consumer well-being

Messages being sent today

- False expectations
- Aging not acceptable
- People should be happy all the time
- Beauty is only what’s in the outside
- Well-Being is discussed in the open

Changes required

- Real people, real stories
- Well-Aging
- Diversity
- Mental Well-Being is discussed in the open

PG4: Epigenetics & the Skin's Microbiome –

What scientific and medical advances are accelerating the relationship between beauty and wellness? What is the next frontier, the trends “beyond

Epigenetics, lifestyle impacts your health and wellness. (Study link below for more information)

<http://newsroom.ucla.edu/releases/latinos-age-slower-than-other-ethnicities-ucla-study-shows>

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Round 4 Question: What steps need to be taken to better align the beauty industry with wellness? What tangible outputs of the Initiative might benefit you or your industry segment most?

To better align beauty and wellness the following steps should be taken:

- Education: Influencers should not be the voice of experts in the beauty and wellness area without proper certification/education
- Breakdown Latino's negative stereotypes regarding beauty
- Mentor young people
- More truth in advertising/marketing campaigns of wellness/beauty products
- The concept of wellness and beauty should be pushed to a mass audience, not just those that can financially afford it
- Use social media to educate people on the connection between beauty and wellness
- More diversity is needed. Not all Latinos are brown skin or look like Sophia Vergara
- Latinos are a culturally mixed group of races and it includes a broad spectrum of colors.
- Ethical standards to promote beauty products and brands
- A ban on photoshop or "retouched" images. Show real results and have real people tell the story.
- GWI should start an agreement with brands to adhere to these practices
- Companies maybe should pay a small tax on their revenue and this portion should go to a wellness effort
- Companies receive a tax incentive for providing wellness efforts at work