

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

## New York City Roundtable & Interactive Forum Summary – August 21, 2017



### INITIATIVE INTRODUCTION – VISION AND MISSION

We live at a unique time where beauty, health and wellness are rapidly converging in meaningful ways. The understanding that beauty is more than just “skin deep” is seeping into the global consciousness – a deep realization we can only be our most beautiful selves when we are in our most healthy state – physically, emotionally, socially, intellectually, professionally and spiritually.

The beauty and anti-aging industries were valued at US \$999 Billion in 2015 according to the Global Wellness Institute’s newly released Global Wellness Economy Monitor, January 2017. This represents an approximate 27% share of the Global Wellness Economy.

According to Dr. Mehmet Oz:

*Beauty isn't some vapid and superficial pursuit that exists solely to sell products, wag tongues, and produce drool. Beauty is actually precisely perceived, purposeful, and rooted more in hard science than in abstract and random opinion. From the time we started prancing around the world with our body-hair parkas and leafy lingerie, evolution has pushed us to be more beautiful. And that's why beauty serves as the foundation for **our feelings, our happiness, and our existence**. In fact, beauty doesn't reflect our vanity as much as it does our **humanity**. Beauty is **health**...*

*This kind of traditional beauty—the outer kind—really isn't just about looking good. **Outer beauty serves as a proxy of how healthy you are**; it's the message you send to others about your health.*

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

*Beauty was the best way to figure it out (and in a tenth of a second, mind you). Now, if you take the concept of beauty a few steps deeper, you realize that inner beauty—the idea of **feeling good and being happy**—also has tremendous health implications in every aspect of your life.*

What is your belief about beauty? What we believe ultimately impacts what we decide. What we decide determines our **outcomes** in life.

Sometimes we live life hiding behind beauty, trying to cover something up, trying to be something different as opposed examining our belief system and choosing confidence, and acceptance of who we are in order to live our best lives.

## VISION

The vision of **Beauty Meets Wellness Initiative** is to (1) identify the intersection between beauty and wellness, (2) create a new narrative which defines well beauty, and (3) generate evidence-based information and resources which help reposition beauty as a positive and dynamic contributor to the health and well-being of consumers worldwide.

## MISSION

To scientifically connect beauty with wellness by developing expert knowledge and resources to:

1. accelerate the beauty industry's ability to create new markets which anticipate and surpass the evolving needs of today's health conscious consumer, and
2. facilitate positive change in the state of his or her health and well-being.

## SUMMARY OF THE NYC BEAUTY MEETS WELLNESS ROUNDTABLE & INTERACTIVE FORUM

On August 21, 2017, fifty-two participants came together from around the country to engage in the first of three scheduled VIP International Roundtables and Interactive Forums on the topic of Beauty Meets Wellness. A Summary of responses to each question posed follows. Upon completion

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



**GLOBAL WELLNESS  
INSTITUTE™**  
EMPOWERING WELLNESS WORLDWIDE

of all three roundtables a summary white paper will be released comparing and contrasting responses from the roundtables collectively.



## **ESTEEMED NEW YORK PARTICIPANTS**

Mia Adorante	Beauty & Health Editor	W Magazine
Amanda Al-Masri	Vice President, Spa	Equinox
Julie Bach	Executive Director	Wellness for Cancer
Karen Ballou	CEO	Immunocologie
Christian Bardin	Strategic & Business Development Advisor	Hydropeptide
Cynthia Beesmyer	President	Brand Initiative

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



**GLOBAL WELLNESS  
INSTITUTE™**  
EMPOWERING WELLNESS WORLDWIDE

Sharon Blinkoff	Regulatory Council	Locke Lord, LLP
Wendy Bosalavage	President	LIV unLtd
Gaylen Brown	Spa Director	Mandarin Oriental New York
Mike Bruggeman	CEO & Chief Formulation Officer	OM4 Organic Male
Jill Carlen	Founder	Wellness Around the World
Barbara Close	Founder & CEO	Naturopathica
Nancy Davis	Chief Creative Officer & Executive Director	Global Wellness Institute
Doris Day, MD, FAAD, MA	Founder	Day Dermatology & Aesthetics
Dr. Nava Dayan	Owner	Dr. Nava Dayan, LLC
Theresa Dimasi	Vice President, Content Editor in Chief	Weight Watchers International, Inc.
Susie Ellis	Chairman & CEO	Global Wellness Institute
Sally Fraenkel	President	Mind Body Spirit Network
Michelle Gamble	Vice President, Business Development	Global Wellness Summit
Mary-Elizabeth Gifford	BOD and Chief Strategy Advisor	Demeter-USA
Jun Harada	Head of Digital Beauty Innovation & Strategy	Condé Nast
Jamé Heskett, MD	Founder	The Wellpath Clinic
Suzanne Holbrook	Sr. Corporate Director, Spa Operations	Marriot International, Inc
Fikry Isaac. MD, MPH, FACOEM	Founder & Chief Executive Officer	WellWorld Consulting, LLC
Fabienne Jacquet	Vice President, Strategic Insights Fragrances	International Flavors & Fragrances

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



**GLOBAL WELLNESS  
INSTITUTE™**  
EMPOWERING WELLNESS WORLDWIDE

Tatiana Kaletsch, CWWS, CWWPM	Corporate Wellness Specialist	BodyVision, LLC
Julie Keller Callaghan	Editor in Chief	American Spa
Brett Kotlus, M.D., M.S.	Cosmetic and Oculofacial Plastic Surgeon	Brett Kotlus, M.D., PLLC
Kelly Kovack	Editor in Chief	BeautyMatter.com
Patricia Ladis	Co-Founder	KIMA Center for Physiotherapy & Wellness
Kim Marshall	CEO & Founder	The Marshall Plan
Barry McCaffrey	Senior Vice President, Spa Sales	Naturopahtica
Reneta McCarthy	Senior Lecturer	Cornell University
Anna McLellan	Senior Account Executive, Beauty & Wellness	5W Publications
Candis Melamed	Founder	Spotlight Communications Group
Claudia Murillo	Founder and CEO	Lovacado Inc.
Laurie Nicoll	Founder & CEO	Stemulation Skin Care
Alison O'Neil, B.S.M.E., A.R.S.	Key Note Speaker, Author and Aesthetic Health Industry Expert	Biotechnology Business Solutions
Julia Petrini	Head of Talent and Store Operations	Heyday
Susan Posnick	Founder	Susan Posnick Cosmetics
Nikki Robinson	Founder & CEO	Nomi Beauty
Ava Shamban, MD	Board Certified Dermatologist and Owner	Ava MD
Agapi Stassinopoulos	Keynote Speaker & Author	UnbindingtheHeart.com
Julia Sutton	CEO	Exhale

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

Elizabeth Trattner, A.P., D.O.M.	Board Certified Doctor of Oriental Medicine & Acupuncture	ElizabethTrattner.com
Sindhya Valloppillil	Vice President of Innovation & Head of Beauty Division	LifeNome
Mark Wuttke	Chief Operating Officer	Babor North America

## SESSION OBJECTIVES

1. To solicit input from a broad range of industry stakeholders to understand the beliefs which underpin our understanding of beauty and wellness and how they intersect.
2. Identify the connections and best practices which already exist, and the work yet to be done, to demonstrate how beauty contributes to the following dimensions of wellness:
  - a. Spiritual
  - b. Intellectual / Mental
  - c. Social
  - d. Emotional
  - e. Physical
  - f. Financial and Occupational
3. Envision trends “beyond beauty” that will meaningfully contribute to the next generation of well-beauty products and services.
4. Suggest ways to significantly move the dial from the current global perception of beauty to one that is scientifically based and is clearly linked to wellness outcomes.
5. Identify the challenges, obstacles and opportunities in establishing a direct correlation between beauty and wellness.

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

## SUMMARY OF NYC BEAUTY MEETS WELLNESS ROUNDTABLE & INTERACTIVE FORUM



**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:** Looking at the industry from the inside out, there were varying opinions as to whether or not beauty and wellness actually connect, especially, in the mind of consumers. When considering each of the wellness dimensions, some connections are more linear than others:

- **Emotional wellness** – looking good, feeling good, giving rise to feelings of positivity, happiness and healthy self-esteem.

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

- **Physical wellness** – movement, exercise and recreation assisting in oxygenating and detoxifying the skin coupled with sound nutrition and supplements/ingestibles that positively impact beauty from the inside out.
- **Social wellness** – closely related to emotional wellness, social wellness is about wanting to connect based on feeling emotionally well, a desire to be in relationship with others, both interpersonally (sexually and non-sexually) and as part of a group or team.
- **Professional wellness** – the translation of feeling beautiful into productivity and results at work and ultimately outside of the occupational setting, in life.

Seemingly less apparent in terms of connection or consideration are spiritual and intellectual wellness.

In several groups, there was a sense that we have lost our way in the beauty industry and misplaced the sense of wholeness – seeing beauty as a tool to enhance our already perfect selves versus clinging to an underlying belief that we need to fix, cover up or try to be someone or something we are not. Inexperienced and uneducated influencers cloud the beauty message, creating confusion. Industry and influencer messaging often creates a sense of urgency or quest for the newest and next best thing. On the extreme end of the continuum, these messages can unintentionally create a profound “pathology of perfection,” a never-ending aspirational hope not based on reality or grounded in a strong sense of self. These messages are often transferred to youth in primary developmental years perpetuating the negative cycle. The core question which still needs to be addressed is can you have beauty without wellness and conversely wellness without beauty? Our beliefs on this topic will determine our thoughts and ultimately our results.

Several groups noted that spas, medical practices and wellness practitioners and services providers are best equipped to help consumers make the connection between beauty and wellness in the best possible way.



# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE



**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:** The two attributes the groups felt that influenced the connection between beauty and wellness most were education and socio-economics. It was noted that education and good information was the key attribute, given that even if consumers had a high-income advantage they may still be uneducated and be making choices that negatively impact beauty, health and wellness.

It was apparent from the discussion that different generations may view the connection between beauty and wellness differently. The needs of baby boomers differ from the beauty and grooming needs of millennials. Both males and females in younger generations are starting to incorporate beauty and grooming products in to daily health and hygiene routines.

The jury is out as to whether or not there are cultural differences in our perceptions of beauty and wellness, as there is considerable neuroscience research that would suggest that there are universal aesthetic triggers associated with what we collectively deem to be beautiful.

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



**GLOBAL WELLNESS  
INSTITUTE™**  
EMPOWERING WELLNESS WORLDWIDE

## 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?

### PG2: The New Vocabulary of Beauty + Consumer Perception

How do consumers view the connection between beauty and wellness?  
How important is it that they do and why?

### 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?

### PG4: Epigenetics & the Skin's Microbiome – **Two Tables**

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

Summary PG 1 Connecting Themes:	Summary PG 2 Themes:	Summary PG 3 Themes:	Summary PG 4 Themes:
<ul style="list-style-type: none"> <li>Juicerics</li> <li>IV treatments</li> <li>Detox/cleanses</li> <li>Boutique fitness/tribal affiliations</li> <li>Saks Fifth Avenue Wellery</li> <li>Supplements and ingestible beauty</li> <li>Physician-directed and pharma-grade cosmetics</li> <li>Luxury redefined from ostentatious to inconspicuous</li> <li>Ingenious pathways to wellness</li> </ul> <p><b>Disconnecting Themes:</b></p>	<ul style="list-style-type: none"> <li>While there may be similarities, today the connection is personal and our beliefs dictate how we view and consume beauty.</li> <li>In many instances, influencers are creating confusion among consumers.</li> <li>Many consumers view beauty as superficial and do not see the direct correlation to wellness</li> <li>Information overload is making it difficult for consumers to know</li> </ul>	<p>This topic was of most interest given the number of participants who selected this question of the four options.</p> <ul style="list-style-type: none"> <li>In some ways, the beauty industry experiences the same difficulties medicine experiences promoting health, the incentives are misaligned</li> <li>Beauty is an outcome of a holistic view of wellness and set of well-defined health practices</li> </ul>	<ul style="list-style-type: none"> <li>Functional magnetic resonance imaging or functional MRI (<b>fMRI</b>) measures brain activity by detecting changes associated with blood flow and neuronal activation.</li> <li>Need to collect multiple data points to develop a comprehensive health plan – medicine, diet, lifestyle, physical activity, products which contribute to health and hygiene. Collaboration between industry</li> </ul>

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



**GLOBAL WELLNESS  
INSTITUTE™**  
EMPOWERING WELLNESS WORLDWIDE

Summary PG 1 Connecting Themes:	Summary PG 2 Themes:	Summary PG 3 Themes:	Summary PG 4 Themes:
<ul style="list-style-type: none"> <li>• Desire to achieve immediate results/ quick fix versus path to wellness</li> <li>• Uneducated and inexperienced influencer community</li> <li>• “Pathology of Perfection”</li> </ul>	<p>what is real and what is not, making it difficult to connect to brands and remain loyal</p> <ul style="list-style-type: none"> <li>• Consumers experiencing beauty disrupted whether because of disease, i.e. cancer or even aging have the clearest picture of the connection between beauty and wellness</li> <li>• Indie beauty is shaking the industry – quick, nimble, connected to today’s consumer, who is interested in authentic, sustainable and local with a story. Indie brands offer the greatest hope of leveraging social media in changing the dialogue and future direction of the intersection of beauty and wellness.</li> </ul>	<ul style="list-style-type: none"> <li>• Starting early by educating children is a key interventional strategy in improving public health outcomes both in terms of mental wellness and disease prevention</li> <li>• Brands and providers need to work closely to redefine beauty and wellness messaging</li> <li>• Need to move from quick fix mentality to lifestyle solutions</li> </ul>	<p>sectors is key in creating individualized solutions.</p> <ul style="list-style-type: none"> <li>• Sustainable, green science and natural solutions becoming more readily available providing real results</li> <li>• Neuroscience, epigenetics and the skins microbiome are the new frontiers for scientifically substantiating health outcomes and providing trusted consumer information.</li> </ul>

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

**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?

**Summary:** Thanks to the brilliant and meaningful conversation at the New York Roundtable the Beauty Meets Wellness Team is refining the vision, mission and deliverables. We will continue to tweak the work of the initiative as additional conversations happen in London and Hong Kong this year. We have elevated the four playgrounds thanks to our New York participants.

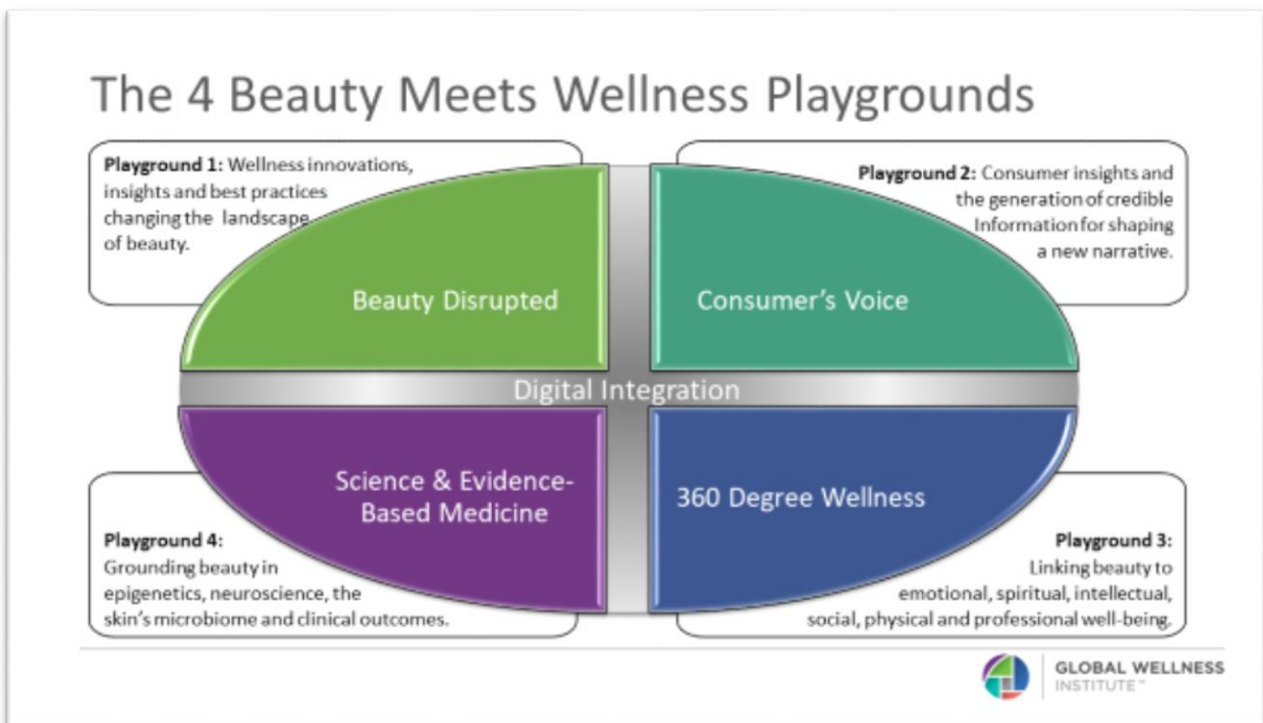


Diagram 1: The Four BMW Playgrounds

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

## POTENTIAL DELIVERABLES BASED ON ROUNDTABLE AND INTERACTIVE FORUM DIALOGUE

1. **Overall** – Solicit additional committee membership (monthly meetings) and establish a Steering Committee (quarterly meetings) to review progress and help guide the Beauty Meets Wellness Initiative.
  - a. Invite New York and other Roundtable participants to join the GWI Beauty Meets Wellness (BMW) Committee.
  - b. Invite New York and other Roundtable participants to sit on the BMW Steering Committee (representation required in the following areas).



Diagram 2: Industry Sectors & Steering Committee Composition

# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

## 2. **Playground 1: Beauty Disrupted**

- a. Work with Wellness for Cancer and patients/consumers experiencing other disruptions is optimal appearance to identify the impacts of beauty on compromised health.
- b. Identify, collect information and disseminate wellness best practices and innovations disrupting beauty and creating the case for action.

## 3. **Playground 2: Consumer's Voice**

- a. Create a consumer insights study and disseminate to committee member databases and databases of partners to test Roundtable assumptions and actions against consumer perception.
- b. Incorporate learnings from the Beauty2Wellness research project being conducted by Dr. Anjan Chatterjee.
- c. Define the intersection of beauty and wellness and form a coalition or membership organization of stakeholders listed in diagram 2 above that are interested in working together to change the dialogue. Create educational and informational resources and a PR strategy co-opting media to change the narrative from superficial, to credible and scientifically relevant. Potentially consider a website, app or social media presence to as the trusted industry source.

## 4. **Playground 3: 360 Degree Wellness**

- a. Explore the connection between beauty and wellness from a holistic perspective – how beauty links to emotional, social, physical, professional, spiritual, and intellectual in descending order inquiry importance.
- b. Illustrate the importance of incorporating beauty into daily hygiene routines at a young age.
- c. Work with aesthetics schools to incorporate the wellness connection into curriculum.



# BEAUTY MEETS WELLNESS: A GLOBAL INITIATIVE



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE

## 5. Playground 4: Science & Evidence-Based Medicine

- a. Identify and connect existing neuroscience, epigenetics and skin microbiome studies to ingredients which promote skin health and nutrition.
- b. Proactively work with regulatory agencies to create a green space between current designation of drug or cosmetic to document outcomes and create credible marketing claims based on product efficacy.



**Author:** Mike Bruggeman – Chairman, GWI Beauty Meets Wellness Initiative & CEO & Chief Formulation Office, OM4 Organic Male