



EMBRACING TOMORROW, TODAY

*the Power of Innovation
through Touchless Wellness*

14th November 2023



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WHAT IS THE DEFINITION OF TOUCHLESS WELLNESS?

Touchless Wellness refers to any treatment, therapy or experience that delivers a selection of physical, mental, emotional and spiritual benefits using a product or service with the intention to benefit the health and well-being of an individual – without the need for direct physical touch – or a therapist to deliver the experience. Touchless Wellness experiences can be curated as stand-alone or as part of a full integration with other treatment or therapies, and as part of the Guest Journey experience.

Although Touchless Wellness practices have been around for millennia (think meditation, gong baths, sound healing, energy healing), it is now being re-invented and innovated with the use of technology .

WHAT IS TOUCHLESS WELLNESS TECHNOLOGY?

Every day the headlines are filled with ways in which technology is propelling us to a different living standard and experience. These developments are beginning to redefine the delivery of Wellness services – and usher in a different way of delivering practices with the use of wellness technology!

But what does this mean? To get a better understanding, let's have a closer look at these two words and their meaning.

The true definition of Technology simply means the “artful application of knowledge.” In its origin, the Greek, *tekhнологia* meant “systematic treatment of an art, craft, or technique” (Etymonline). While Wellness, according to the Oxford dictionary, is “a condition obtained when a person achieves a level of health that minimizes the chances of becoming ill. Wellness is achieved by a combination of emotional, environmental, mental, physical, social, and spiritual health.”

When married, wellness and technology become a term to mean the synthesis and evolution of a wider range of applied science, the knowledge from the ancient healing traditions, engineering and practical application to benefit human health and wellbeing to achieve a specific purpose or experience.

WHY IS TOUCHLESS WELLNESS SO IMPORTANT?

COVID-19 ACCELERATES AN EMERGING TREND

The COVID-19 pandemic reshaped the world in countless ways, and one industry that experienced a seismic shift was the Wellness industry. "Social distancing" became the new reality, and society as a whole had to quickly shift its behavior. We were all so careful about touching, refraining from handshakes, hugs and new standards of physical separation became the new normal. These new norms also forced a new awareness for self-care and looking at alternative ways we could receive wellness without the need to be physically touched.

This was accompanied by a focus towards re-inventing different aspects of the Wellness experience and a move away from service provider dependency for delivery of such services. According to ISPA research "Therapist concerns about close contact with guests due to COVID-19 was the most frequently cited issue around recruitment and retention of massage therapists during 2020, cited by 73% of spas. This was followed by therapists needing emergency time off for childcare (53%) and compensation (44%)."[1] Touchless wellness solutions provided the answer during this time and consequently accelerated in demand, offering safe ways for clients to receive treatments and for the therapist to deliver treatments with limited anxiety of cross contamination."

Now that we live in a COVID19-endemic world many have continued to practice the health and safety measures that they established during the pandemic, with the challenge of what, Peter Strebel, chairman of Omni Hotels & Resorts, has said is the deepening crisis in the shortage of therapists... "We're hoping they come back, but many of them decided to do something different [due to the pandemic], and some just decided, 'I don't want to be around people in close quarters anymore.'"

The result? Staff shortages in the Wellness sector. This is still an ongoing issue for many business owners with 67% of US Spas saying they have employee openings they are actively trying to fill and 30% of spas are hiding or adjusting service availability due to staff shortages *Spa Business issue 3 2023.



68%

Of spas in this year's industry study said they don't have enough staff to service guest requests

7 in 10

Therapists cited they were concerned about COVID-19 in the workplace

45 000

Job Vacancies amongst the spa industry (in the U.S)



SOURCE

ISPA Research www.spaexecutive.com

A NEW WAY FOR THE SPA AND WELLNESS EXPERIENCE

In her article of “Free the spa and be bold,”(Industry Insights Predictions/Spa Business Handbook 2023) [2] award-winning Wellness program designer, Alina Hernandez makes the case that we should “Consider reworking the old spa “playbook” – and forgo thinking about a spa as a separate entity in the Wellness space, instead reframing it in terms of how the experience feels and is delivered, integrally.” Experiences are what the new wellness consumer is seeking, and they need to feel that they are receiving high value for their wellness spend. Inversely, owner/operators need to deliver these while meeting their own requirements in the framework of operational realities to ensure ROI.

We are evolving our idea of what is included in the spa offering and how these have been historically delivered. Enter the addition of treatment and experiences that includes Mind/Body technologies, Salt rooms, Contrast therapies, Gong baths, Music, Infrared treatments and therapies, and other Mind/Body practices and touch is one, of many ways to deliver fully integrated experiences. In today's digital and technologically advanced environment, the wellness space is one that harnesses the power of technology and uses it in tandem with touch therapies such as massage, body scrubs and facials. This not only enriches the services offerings, it elevates the experience. This together with the context of social wellness and other trends frames touchless wellness at the heart of a rapidly evolving wellness landscape.

WELLNESS FOR ALL

In a world where wellness has often been perceived as a luxury accessible only to a privileged few, touchless wellness emerges as a game-changer, with the power to democratize well-being for everyone.

The beauty of touchless wellness lies in its accessibility, breaking down barriers that traditionally hindered individuals from embracing a healthier lifestyle. Affordability has and will remain a crucial factor often associated with wellness practices. With new touchless solutions they reduce the demand for additional labour, often making holistic well-being more economically feasible for a broader demographic. Families stand to benefit as touchless wellness becomes an inclusive experience that can be enjoyed together, fostering a shared commitment to health and harmony, whereas many spas still have a ‘no children policy’.

With the addition of touchless technologies, the smaller wellness establishments are now thriving as they serve their local communities, offering a variety of treatments that also cater to the time-strapped modern lifestyle. With the hectic pace of daily life, carving out dedicated hours for self-care can be challenging. Touchless alternatives provide the flexibility to integrate wellness into one's schedule seamlessly, accommodating even the busiest individuals. It's an evolutionary shift that acknowledges the importance of well-being without demanding significant time investments. Additionally, the ability to stack or layer the therapies offers the ultimate value for the wellness spend – and better wellness gains.

MENTAL and PHYSICAL WELLNESS

Touchless wellness technologies have risen in popularity as they help businesses to provide a greater variety of services that are not service provider-dependent, and support individuals with different, and sometimes better options for their treatment experiences.

The touchless wellness space delivers the ability to offer a wide variety of services to clients, maintaining high quality experiences, limiting human error and reducing the unpredictability of business models that are heavily based on service providers. Operating wellness technologies is simple, and most experiences only require the initial start of the equipment, and a final check-in at the end of a session. This easier operating model takes stress off owner/operators while delivering healthy ROIs as well as reassurance to both therapist and client regarding their personal wellness.

The past 3 years have also shown a sharp increase in mental illness with 1 in 8 people worldwide living with a mental illness. [3] Conditions such as anxiety and PTSD can make it incredibly difficult for people to embrace treatments such as massage. Even though these therapies are the traditional means to support individuals experiencing challenges with their mental wellness. Touchless wellness offers a user-friendly way for people to access treatment for these conditions, while easing them into touch therapies.

The benefits of the Touchless therapies, especially Mind/Body technologies include decreasing stress states in chronic sufferers. For example, a study on sensory deprivation and floatation tanks showed that, "Stress, depression, anxiety, and worst pain were significantly decreased whereas optimism and sleep quality significantly increased" [4]

Touchless wellness marks a major shift in the approach to some treatments, offering the unique advantage of being able to be experienced while fully clothed. These innovative concepts prioritize efficiency and simplicity, eliminating the need for additional logistics including other operational implications and further operating costs since de-robing is unnecessary.

Embracing touchless wellness not only enhances accessibility but also underscores a commitment to a time-efficient and seamlessly integrated approach to well-being. Furthermore, the option of keeping clothes on adds an extra layer of comfort and personal choice to the therapeutic journey for those looking for it. It can also be a space saver, as it may eliminate the need for changing rooms (depending on the therapies offered).



264 Million

People suffer from depression worldwide.

284 Million

People are affected by anxiety

Less than 50%

of people with generalised anxiety disorder access treatment

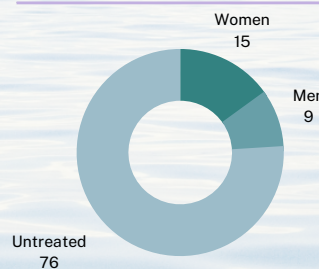
84% of workers

experienced at least one mental health challenge over the last year



2 IN 5 ADULTS

Report anxiety & depression



BREAKDOWN OF TREATMENT

Only 15% of women and 9% of men access treatment for depression in the UK and 19% of adults in the US.

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- proemhealth.com/mental-health-month-2023

HOW DOES TOUCHLESS WELLNESS TECHNOLOGY WORK?

Touchless Wellness technology works and is delivered in a variety of ways. Saunas, floatation, light therapy, halotherapy, cold therapy, Mind/Body equipment and more are all examples of touchless wellness and all function in different ways. They do however share one common component, they do not require the touch of another person for the treatment or therapy to work.

Read more on the different types of technologies in our blog article here:

<https://www.touchlesswellnessassociation.com/post/what-is-touchless-wellness>



EXAMPLES OF POPULAR SESSION TIMINGS

0-15 MINUTES

**CRYOTHERAPY / ICE BATH /
BREATHWORK / HALOTHERAPY /
LIGHT THERAPY**

15-45 MINUTES

**INFRARED / RED LIGHT / MASSAGE
CHAIR / COMPRESSION BOOTHS / PEMF /
EMS / HALOTHERAPY / WELLNESS
LOUNGERS**

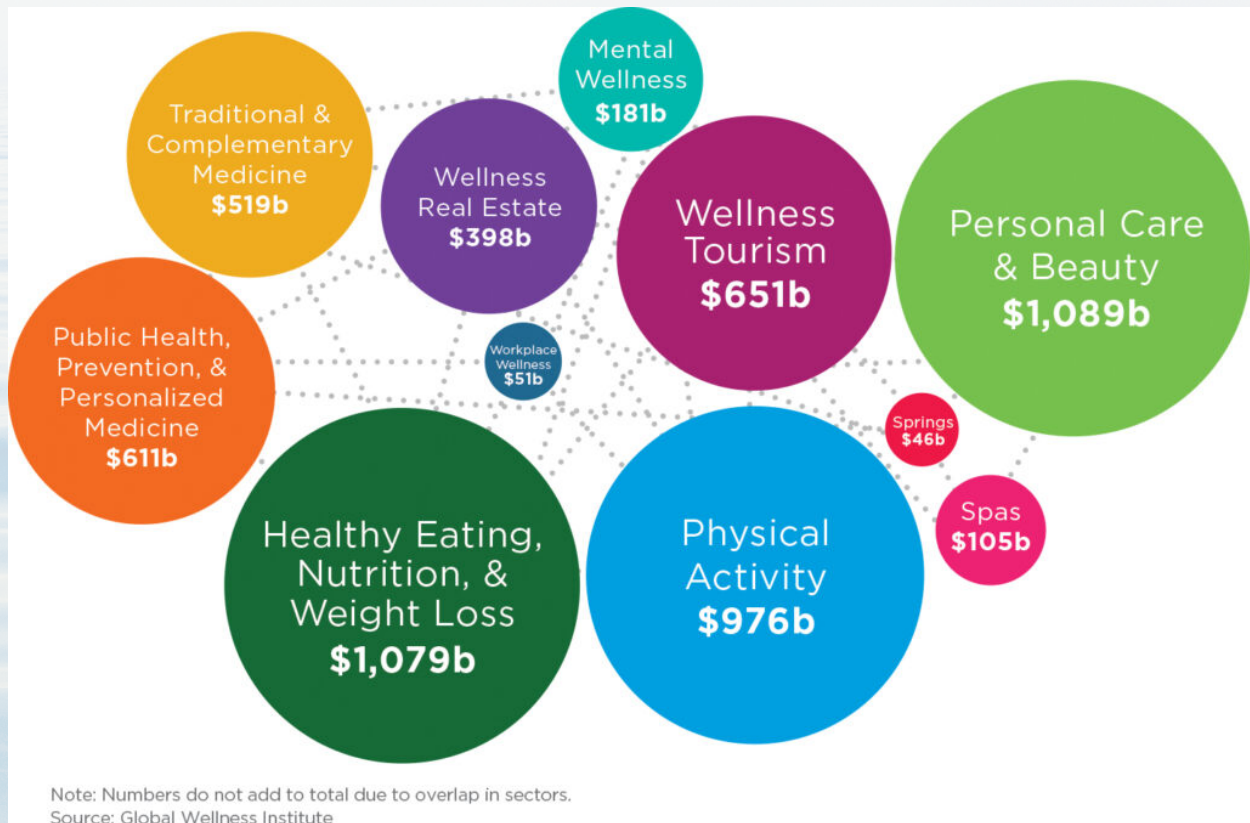
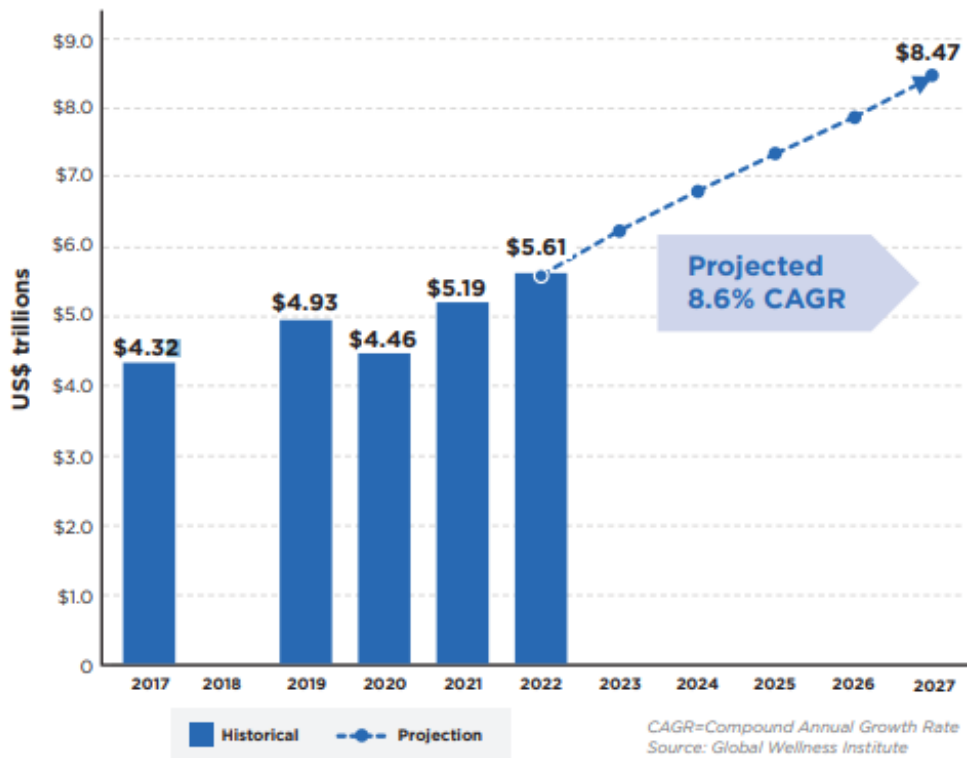
45-60 MINUTES

**HBOT / OXYGEN THERAPY /
FLOATATION / HALOTHERAPY /
MEDITATION / SOUND THERAPIES**

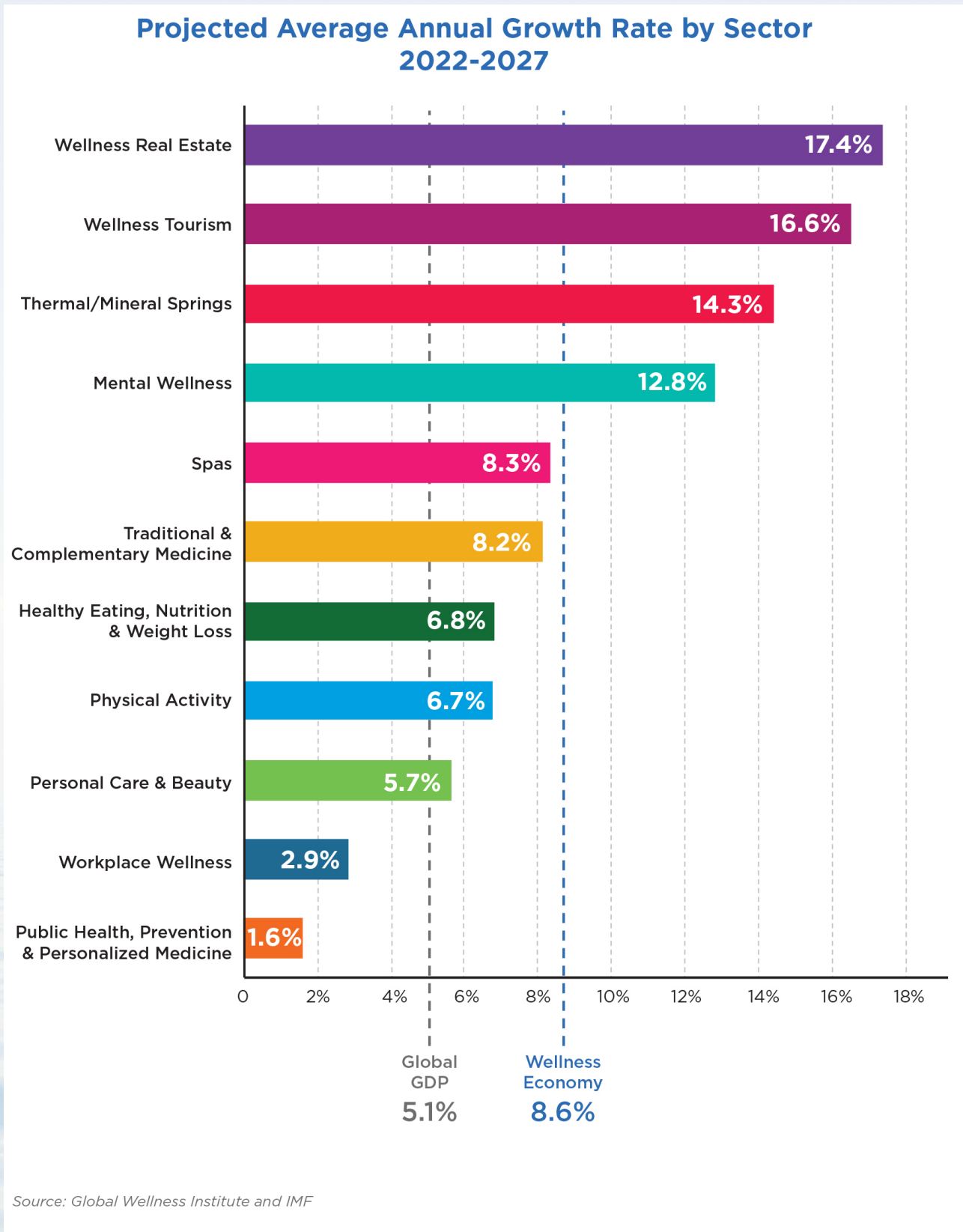
WHAT DOES THE FUTURE HOLD FOR TOUCHLESS WELLNESS?

Latest figures released by the Global Wellness Institute (GWI) show projected growth to continue to surge at a rate of 12% since the pandemic and is forecast to grow another 52% by 2027.

Global Wellness Economy Market Size and Growth Projections, 2017-2027



Looking at all the categories and areas that touchless wellness can be incorporated within, shows its' versatility and highlights the huge opportunity it presents within the industry.



For more details on each of these visit [Statistics & Facts - Global Wellness Institute](#) [5]

HOW CAN YOUR BUSINESS BENEFIT FROM TOUCHLESS WELLNESS?

Diversified Services: Introducing touchless wellness expands the range of services a business can provide, attracting a broader clientele interested in innovative and non-invasive well-being experiences.

Adaptability to Preferences: Touchless options cater to individuals who prefer or require treatments without direct physical contact, accommodating a wider spectrum of customer preferences.

Market Differentiation: Including touchless wellness sets a business apart in a competitive market, showcasing a commitment to cutting-edge technologies and contemporary health trends.

Increased Accessibility: Touchless options make wellness more accessible, breaking down barriers related to location, time constraints, and physical proximity to wellness facilities.

Cost-Efficiency: Offering touchless treatments can be cost-effective in terms of staffing and resource allocation, allowing businesses to optimize operational expenses.

Innovation and Modernization: Integrating touchless wellness aligns a business with the latest advancements in the wellness industry, positioning it as a modern and forward-thinking establishment.

Appealing to New Audiences: Touchless wellness can attract individuals who may be hesitant or unable to participate in traditional hands-on treatments. It also opens up the world of family wellness sessions as many touchless therapies are safe and beneficial for children. Consequently the customer base is broadened.

Enhanced Customer or Guest Journey: The convenience and customization offered by touchless wellness contribute to an improved overall customer experience, fostering loyalty and positive reviews.

By incorporating touchless wellness, businesses can not only remain at the forefront of industry advancements but also address the changing needs and preferences of their clientele.

References

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- [3] Sammy Taylor, 2023, MYNDUP, <https://www.myndup.com/blog/mental-health-statistics-2023>
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- [7] Global Wellness Institute - [Mental Wellness Initiative White Paper](#)

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LABOUR SHORTAGE STATISTICS

Now that we have a COVID-19 vaccine, many have returned to work, but the labor shortage is still a major concern. The Bureau of Labor Statistics (BLS) reports that the labor shortage is expected to reach 4.5 million by 2023.

WHAT DOES THE FUTURE HOLD FOR TOUCHLESS WELLNESS?

Key figures released by the Global Wellness Institute (GWI) show projected growth in value to surge at a rate of 12% since the pandemic and is forecast to grow another 52% by 2027.

Global Wellness Economy Market Size and Growth Projections, 2017-2027

Year	Market Size (USD Billion)
2017	\$4.92
2018	\$4.91
2019	\$5.0
2020	\$5.87
2021	\$6.47
2022	\$7.1
2023	\$7.8
2024	\$8.5
2025	\$9.2
2026	\$9.9
2027	\$10.6

MENTAL AND PHYSICAL WELLNESS

Physical and mental wellness are interconnected. The COVID-19 pandemic has had a significant impact on mental health, with an estimated 10% of the world's population experiencing mental health issues.

MENTAL HEALTH STATISTICS

- 264 Million people experience mental health issues globally.
- 284 Million people experience mental health issues in the US.
- Less than 50% of people with mental health issues receive treatment.
- 84% of workers experience mental health issues.
- 2 in 5 adults experience mental health issues.

14th November 2023