



FLUIDRA

TOP THREE TRENDS

in the wellness
industry

TOP 3 TRENDS IN THE WELLNESS INDUSTRY

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01

INTRODUCTION

The world is changing in front of our eyes. And as it changes, so do we. However, after generations of change, human beings have become extremely resilient, and the people of the twenty-first century are no different.

Today, people live at **dizzying speeds**. Our minds are constantly active: when we're not working, we're constantly searching for stimulation, gratification and validation. Sometimes we crave a moment without our devices and the persistent stream of information to just **sit**, think, and **be**. The space we set aside for self-care is becoming ever-more limited as our **work-life balance** becomes more precarious.

However, technology has many great things to offer. The wellness industry, which is often seen as traditional, is **embracing innovation** to bring patrons the finest **wellness experiences** possible.

Many companies constantly keep up to date with the **latest trends** in the wellness industry. The Global Wellness Institute, which publishes yearly reports on the industry's market developments, forms part of the basis of how we innovate. Our products combine **new technology** with traditional wellness philosophy to let the stimulation of the senses take center stage.

This e-book aims to **highlight** these current trends and show how they feed into the **development** and design of the wellness industry's projects and products.

Moodify experience:
the northern lights

02

TREND 1:
CIRCADIAN RHYTHMS**What are circadian rhythms?**

Circadian rhythms are, simply put, the body's **natural**, daily changes that happen throughout a twenty-four-hour cycle. They are processes that react to **dark and light**. Telling your body to be **alert** during the day and more **relaxed** at night, they regulate how sunlight is received and tell your body when to slow down and begin to sleep.

How can they affect health and wellness?

We flood our brains with far too much unnatural light. In the daytime, when our bodies are supposed to be **absorbing sunlight**, it makes sense to be working on our computers, or scrolling through Instagram and watching Netflix. At night, however, this blue light upsets our **circadian rhythms** and tells our bodies that it's time to be awake.

Poor sleep has a dramatic effect on health. Not only can it result in low energy levels, but it can also damage **metabolism**, immunity and **reproductivity**. This is not a complete

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unknown, however; there is a multi-billion-dollar industry tied to the science of sleep. We buy apps that **measure our sleep**, special pillows and spend thousands on 'sleep retreats'. Unfortunately, none of these address the root of the problem: that modern, **metropolitan life** is keeping us awake.

What are the recent trends in wellness to combat this?

In the wellness industry, we need to look beyond quick fixes that make a lot of money but do not address **root causes**. By analyzing precisely what is causing many people's sleep problems, we can look at ways to **rehabilitate** and reset their **behavior**. We can combine products such as circadian-rhythm-supporting LED lights while demonstrating the benefits of developing good habits.

These lighting systems dim and change color in tune with the light that the human eye is supposed to receive. This change happens in **sync** with the 24-hour clock. They are at their **brightest** in the middle of the day and dim to a low, **warm orange** in the early mornings and late evenings.

Where can these lights be installed?

People interact with lights everywhere. Whether in someone's home, office, school, gym or health center, **circadian lighting** has clear benefits. While this technology is still in its infancy, the studies are looking promising. One comprehensive study of the effect of circadian rhythms on people's health "showed a beneficial effect of narrowband, short-wavelength light on **sleep efficiency** in older adults".¹

Adopting new technology into people's homes can be difficult. One area in which the wellness industry can help people is by offering this kind of **beneficial technology** in wellness centers and spas. New technologies for wellness centers are emerging that provide a completely **adaptive** and interactive **ambience** for guests and users. Moodify is a system that uses lights and other effects to create a fully immersive atmosphere, completely tailored to the user's needs and desires.

This technology can tap into the senses of sight, hearing and smell all at once while creating the **impression** that the guest is in another place entirely. These new developments mean that a **spa** can directly control the ambience for a user. Some of these controls could very easily be beneficial to people's circadian rhythms, offering up clear **physical and psychological** benefits.

1. Figueiro, Mariana. (2013). An Overview of the Effects of Light on Human Circadian Rhythms: Implications for New Light Sources and Lighting Systems Design. Journal of Light & Visual Environment. 37. 51-61. 10.2150/jlve.IEIJ130000503.

03

TREND 2: WELLNESS TECHNOLOGY

As the world advances, so do people's **hunger** for progress. We are constantly searching for more, for **better** and faster. We aren't satisfied with just getting a new phone every 2 years; we have to have the **latest smartphone** with dizzyingly fast processing speeds and ultra-high megapixel counts.

The potential for enhanced connectivity

As we all know, there is an enormous range of apps available for smartphones that offer greater capabilities to achieve many things. Of course, the most popular apps offer **network building** and an opportunity for outward, public **self-expression**. However, there are other apps or built-in features that offer an opportunity to build connections with **ourselves**.

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The variety and range of wellness apps are growing, along with the number of people who are downloading them. In March 2020, following the lockdown in the wake of COVID-19, downloads of wellness apps rose by 67%. Evidence points to this trend **continuing** well into the future as our relationship with **wellness and physical space** experiences a shakeup.

These days, wellness apps are far more interactive with our body's daily patterns like sleep cycles, **daily steps**, heart rate, etc. They are also compatible with a vast range of other, physical products with which they perfectly **synchronize**.

The key here is to embrace an opportunity for **personal wellness technology** to work in conjunction with traditional, physical wellness spaces. A smart space could look into developing a way to **match the ambience** with the personal needs of the user. For instance, if the user's sleeping patterns and light intake are affecting their **circadian rhythms**, then a smart space could adjust the light according to their needs. Technology such as Moodify achieves this by creating adaptive lighting effects that resemble the aurora borealis. It has the power to transform the user into another, at once more magical place

Technology that embraces the traditional

Of course, when we talk about technology, we mean more than just electronic tech. We're also talking about developments in materials and interactions in self-care products. Every year, cosmetics companies come out with an array of products designed to improve people's skin. Whether it is in hydration, **sun protection** or anti-ageing, it is a world of **exciting innovation**.

Recently, we've seen an upsurge in an approach to skincare that incorporates new modes of delivery. Inhalable beauty is the name given to a variety of products that not only work to improve the skin's condition but are infused with scents to **invigorate the senses**. For instance, one Japanese brand uses IoT technology to provide a skincare solution that also awakens the **sense of smell**. It is not a far stretch to see how, in a spa or wellness area, that certain smells and sounds could **improve the skincare experience** for guests.

Brands like Shiseido are bringing all of these concepts together by working on skincare products that **match your skin's needs** with the data available on smartphone health apps. When apps today closely monitor our **vitamin intakes** through food, weather, supplements and more, it is entirely plausible that an app can advise the user on what other self-care they need.

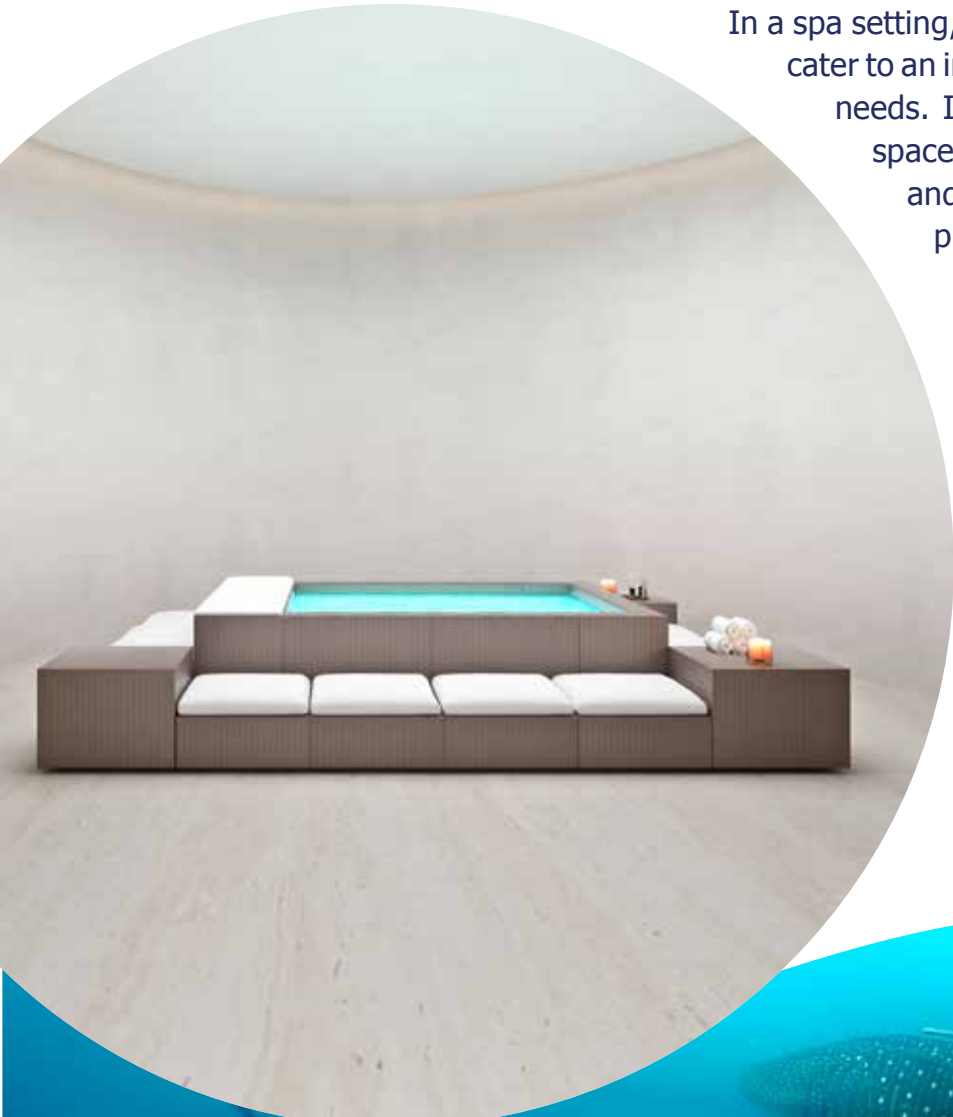
Technology and mental health

It's not just in the world of skincare that people are beginning to think outside the box. The **mental health industry** is also developing new ways to connect with people that need their services. With many barriers—as **time**, money and even **embarrassment**—keeping people from going to see a doctor, people are looking to other channels for their therapeutic needs.

Apps that help people's mental health offer services such as:

- Meditation guidance
- Virtual therapy (such as texting or talking directly with a doctor through an app)
- Emotion-detectable wearable bracelets
- AI conversation software

In a spa setting, atmospheres can be controlled to cater to an individual's particular mental health needs. If a person needs a calm, tranquil space, then anything from lights, sound and music to water temperature and pressure can be adjusted. All of this can be done **remotely**.



Moodify Experience: swimming with a Whale shark

04

TREND 3:
WELLNESS MUSIC

We all know the euphoria of ending a **bad day** with a **great song**. You leave work after an argument with your colleagues and feeling like your boss is going to fire you any minute. The car won't start. Your local cafe has run out of your favorite coffee. All of these things can add up and make you feel **unwell**, less **yourself**.

Music has such extraordinary **power**. It is a power that can take you to a different place, get you out of your own head and your **daily worries**. Whether it is the heavy power of rock or the **gentle undulating rhythms** of ambient sound, music has long been understood for its **therapeutic** properties.

Music is very personal. Finding the balance between what the user wants to hear and what is **beneficial for their wellbeing** is important. Often, the music we listen to is an extension of our emotions. When we feel sad, we listen to songs that reflect our mood either through its sound or its lyrics. When we feel **elated**, dance music gets our bodies moving.

How will it be incorporated in the wellness industry?

In the wellness industry, spa and health centers are opting to incorporate **music that heals**, that does more than just fill the silence. In the next few years, we are going to see a big push towards music intentionally **created in tune** with particular body rhythms that promote wellness. There will be studies into the way certain musical structures can affect particular illnesses. For instance, can a **particular chord** affect a symptom of Alzheimer's disease?

The studies are still ongoing; it is a **brave new world**. However, there is a proven link between music and the alleviation of depression. There are developments in technology that build on this knowledge, though. Just open up your Spotify or other music streaming program and you'll see **AI-generated playlists** designed specifically to produce a certain mood.


These playlists don't simply play what someone thinks you should hear but build on the song played before it. The **rhythm**, tone and **melody** are similar, offering an uninterrupted stream of music to accompany your mood or activity. Other apps such as Endel work with the **environment**, linking up with your weather app. If it is sunny outside, then it will suggest you listen to something upbeat and poppy. If it is raining, and you are stuck inside, then it might suggest some **intimate**, acoustic folk.

These **technologies** can be incorporated into the spa industry by combining the required therapy with **music**. The elements of music, smell, heat and light can all come together to provide a **holistic environment** geared towards users. The person seeking therapy may not know what they need, but the power of AI-generated therapy today is incredibly good at knowing.

Different trends present different opportunities

The wellness industry has always been **changing** while constantly battling a perceived lack of **seriousness**. It is an industry deeply rooted in science but often not appreciated in the same way as other branches of healthcare. However, that does not mean that scientific developments do not present unique opportunities to incorporate new trends into new settings.

In particular, a spa or hotel owner has a vast array of opportunities to offer new experiences for wellness seekers. New trends in technology that are less based on fads and more on the desires of the consumer are **coming to the fore**. One such example is Moodify, whose system is completely adaptable to the guest's needs. The challenge now for the industry is to find out how to make these developments part of a **product package**.



Moodify Experience:
Sunrise

"This information contains general recommendations that must be taken into consideration on a case-by-case basis. This information is not an instruction manual and cannot be considered as such for any purpose. Any implementation or installation to be made must be made by a professional and under the appropriate guidelines. In this regard, each user is responsible for the application it makes of the information contained herein. Fluidra will not be responsible for its use. Consequently, under no circumstances will Fluidra be liable or responsible for any claim, damages or loss that may arise as a consequence of the use of this information".



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