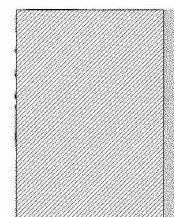
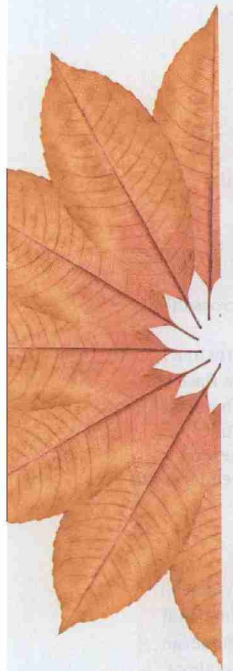


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Protocols and products
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IN THE NEWS



Wellness Watch 2019

Each year, the Global Wellness Summit (GWS) identifies new trends that will have a meaningful impact on the \$4.2 trillion wellness industry. Drawing from the insights of 600-plus delegates and presenters at the 2018 GWS in October, the list for 2019 also incorporates perspectives from renowned economists, medical professionals, academics and other thought leaders. Each trend pushes the envelope in unique ways, and is expected to represent big business opportunities in the years ahead.

Well Fashion—Way Beyond Athleisure: People will trade manic fashion consumption for the true happiness of choosing clothes that are sustainable, ethical, actively healing and meaningful.

Wellness Takes on Overtourism: Roughly half of all travelers go to just 100 global destinations, causing damage to those regions' infrastructure, environment and the lives of their residents. Wellness tourism can help attract travelers to other places, offering resorts off the beaten path and launching initiatives to combat the crush of tourists overwhelming the usual locales.

Meditation Goes Plural: The market for meditation is rapidly approaching an adoption and conceptual tipping point. We'll soon see even more types of meditation and mindfulness tailored to what people need most.

Prescribing Nature: A growing number of doctors are "medicalizing nature." The National Health Service in Shetland, Scotland, recently rolled out a "nature

prescription" program; Dr. Robert Zarr started the Washington, D.C., program DC Park Rx; and the work of Dr. Qing Li at Nippon Medical School in Tokyo has helped create 62 designated forest bathing therapy centers in Japan.

Fragrance Gets a Wellness Makeover: As studies about scent's powerful impact on physical and emotional well-being continue to emerge, restaurants are creating scent-based menus; luxury hotels are empowering guests to personalize the smells in their rooms; and marketers are using aromatherapy to drive customer engagement and spending.

China—Uncovering the Wealth in Wellness: China's indigenous traditions and unique destinations will increasingly grab the world's attention, from authentic wellness travel destinations and Traditional Chinese Medicine (TCM) practitioners to its Buddhist and Taoist spiritual cuisine.

Nutrition Gets Personalized: We're learning more every day about how much exercise we need and how our bodies react to specific nutrients. Science, new tech and "the power of me" will all propel personalized nutrition into the mainstream.

Dying Well: A "death positive" movement is here, including death doulas who make the dying process more humane; the radical reinvention of memorial and funeral services; active death exploration/acceptance practices; and eco-friendly burial options.

HEALTH PLANNER

The Global Wellness Institute (GWI) has announced the next phase of its Wellness Moonshot, the nonprofit's initiative to eradicate preventable chronic diseases. "The Wellness Moonshot Calendar: A Year of Inspiration" is a call to action to create healthier cultures within the workplace. Created to be prominently displayed, the calendar was designed by BuDhaGirl CEO Jessica Jesse and follows the cycles of the full moon. Participating businesses receive a 2019 calendar with tangible monthly ideas to engage their employees around a wellness theme. For instance, January focused on awareness

and February emphasized actions that can be taken to create a "well heart." "Our goal is to get the leaders of hundreds of thousands of organizations to commit to healthier work cultures, and they can then in turn impact the employees they supervise in a meaningful way," notes Susie Ellis, GWI chairman and CEO. "We want to give every organization—large or small—a monthly roadmap for meaningful change, because the beauty of this program is that anyone within any company or community can implement The Wellness Moonshot Calendar and impact their circle of influence."



FOREVER YOUNG

The average number of facial plastic and reconstructive surgeries being performed has almost doubled since 2013, and there's been a 22 percent increase in botulinum toxin injections during that time, according to a 2018 trends survey from the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). The report also notes that millennials are driving the growing demand for cosmetic procedures, and they're especially seeking out subtle, confidence-boosting treatments like injectables, lasers, peels and microneedling. "Our younger patients are controlling the aging process and taking prevention seriously," says Phillip R. Langsdon, MD, president of AAFPRS. Members agreed that there's been a huge interest in early care, which is bringing patients in their 20s and 30s into aesthetic practices, and that technology—both in office and at home—is popular among this demographic.

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