



**THE
SPROUT**
DEEP DIVE
REPORT

BETTERNESS
TREND 2023



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TREND 2023

BETTERNESS

IN THE FUTURE, BECOMING RADICALLY BETTER WILL BE A PRIORITY. TAKING ACTION TO DEVELOP PERSONAL AND COLLECTIVE WELLNESS WILL BECOME A FUNDAMENTAL WAY TO COUNTER THE NEGATIVE IMPACT OF SOCIAL, POLITICAL AND ECONOMIC DYNAMICS. THE DEMAND FOR OPTIMIZING ONE'S PHYSICAL PERFORMANCE, COGNITIVE ACTIVITY AND EMOTIONAL BALANCE WILL LEAD TO THE ADOPTION OF SAFER, HEALTHIER AND MORE CONSCIOUS CONSUMPTION HABITS. HEALTH, NUTRITION, BEAUTY, SEXUALITY AND PSYCHOLOGY WILL BE ADDRESSED FROM AN INTEGRATED PERSPECTIVE. DIFFERENT SECTORS AND DISCIPLINES WILL CONVERGE TO DESIGN PRODUCTS, SERVICES AND EXPERIENCES THAT WILL TRANSFORM HUMAN NATURE FROM ITS ROOTS.

THE BETTERNESS TREND ANTICIPATES THE BEHAVIORS, VALUES AND DEMANDS THAT WILL MODIFY OUR WAY OF LIVING AND CONSUMING IN THE NEXT THREE YEARS.



AGING GRACEFULLY

SELF-PRESERVATION

PSYCHOPHYSICAL BALANCE

SOCIAL EMPATHY

SUBVERSIVE SEXUALITY

[VALUES THAT WILL GUIDE DECISIONS AND BEHAVIORS]



In the years leading up to 2023 a holistic vision of well-being will begin to emerge, one that integrates the attributes of health, nutrition, beauty, sexuality and psychology. People will seek to attain a healthy balance in all aspects of their lives in order to reach their greatest human potential. Betterness expresses the desire to feel more than just well; the goal is to feel radically better.

Micro-experiences of well-being will cut across all demographics and sectors, bypassing social, cultural and economic boundaries. Accessible products and services that provide self-care at all times in a direct, simple and on-demand way will acquire prominence.

The desire to achieve greater longevity without losing vitality and libido will lead to a growing ambition to alter human biology in order to increase physical and mental performance. Therapies that act on the deepest fibers of the human body to enhance its performance will be complemented with technologies that allow for the accurate measurement of habits, biomarkers, epigenetic patterns and personal DNA. Nutritional and psychophysical training programs will be 100% adaptable to the individual.

General and growing interest in knowing the biological and psychological indicators associated with health will lead to the adoption of domestic and personal measuring devices. In order for products, services and experiences to be instantly adaptable, dynamic personal profiles will be created in combination with real-time data collection by the users themselves, together with data coming from their behavior in the market and society.

An intersection of disciplines will give rise to the emergence of a class of hybrid products, that are both multifunctional and have enhanced properties. The fusion of industry sectors such as medicine, food, sex, biology, fitness, fashion, architecture, design, cosmetics and mental health will initiate a new era of well-being brimming with business opportunities.

Access to healthy spaces – both from an environmental and emotional point of view - will be an essential part of living a healthy life. Nature will be used in domestic, work and leisure areas, in order to suffuse



these spaces with its benefits. Favoring products and services with zero impact will be the norm, as well as supporting products and services that ensure the regeneration of the environment, thereby extending the concept of well-being throughout the supply cycle. This scenario consolidates the demand for healthy, sustainable, authentic, and safe experiences that also bring joy into people's lives.

The ability to strengthen one's emotional immunity, and to increase mental lucidity against a context of harmful conditions, will be in growing demand. The increase in mental illnesses (stress, anxiety, attention deficit) resulting from addiction to devices and social aggressiveness will trigger the desire for evasion. Therefore, reducing a person's stress levels in order to increase receptivity when transmitting a brand message will be essential.

The desire to find stimulating moments that allow for a "restart" in mental and emotional states will lead to the exploration of subversive and immersive therapies. These treatments will play with a complex combination of physical, cognitive and emotional stimuli, to ultimately experiment with human potential. Betterness implies exceeding one's limits.

Analog experiences mediated by human interaction will continue to have the quality of being transformative for people, much more so than any type of action in the digital dimension. In order to counteract feelings of loneliness, the creation of support circles will become a growing need, as well as building secure networks in the face of a threatening context.

Sex will evolve into an action with the purpose of achieving personal well-being and will gradually lose its taboo character. The desire to reconnect with individual intimacy against an environment dominated by extreme sexualization, extroversion and exhibitionism will slowly emerge.

The growing aspiration to achieve well-being beyond physical existence will lead people to want to align their values of life and death. Designing one's final moments as well as considering how one will be remembered in a potential eternity will be a task that integrates cultural, biological and technological resources.



FUNCTIONAL, IDENTITY AND EMOTIONAL DEMANDS

Optimize the body and its biological functions to increase performance.

Achieve emotion control and balance against harmful contexts.

Acquire lucidity and improve cognitive health.

Develop nutritional intelligence that enhances a person's most natural self.

Access more biological data to make better health decisions.

Inhabit environmentally healthy environments.

Achieve quality sleep to counteract fatigue and stress.

Control addiction to digital devices with periods of evasion.

Choose healthy, sustainable, authentic, safe, and joyful experiences.

Reconnect with one's individual intimacy through alternative sexual practices.

Align the values of life and death.





BETTERNESS

TREND FACETS & INNOVATION OPPORTUNITIES

FROM AN IN-DEPTH ANALYSIS OF HOW THE BETTERNESS TREND WILL INFLUENCE THE CHOICES PEOPLE MAKE IN THE MARKET, TEN KEY CHARACTERISTICS EMERGE:

1. WELL-AGING
2. EASY WELLNESS
3. INTEGRATED WELLNESS
4. SUSTAINABLE WELLNESS
5. MADE-TO-MEASURE WELLNESS
6. SELF PRESERVING WELLNESS
7. COMMUNITY WELLNESS
8. SYNESTHETIC WELLNESS
9. LIFE, DEATH & BEYOND
10. WELLBEING-DRIVEN SEXUALITY

FOR COMPANIES, EACH OF THESE CHARACTERISTICS REPRESENTS AN OPPORTUNITY TO INNOVATE BY OFFERING PRODUCTS, SERVICES, COMMUNICATION AND EXPERIENCES THAT RESPOND SPECIFICALLY TO PEOPLE'S NEW DESIRES AND BEHAVIORS.



1. WELL-AGING

People will want to increase their biological vitality in order to live longer in a healthier way. In a highly stressful scenario where longevity, and therefore one's professional life, will continue to grow, aging in a healthy and optimal way will become a growing need. Altering human biology will become a common goal. Those therapies that act on the deepest fibers of the human body to regenerate and enhance its performance will gain prominence: treatments for organ purification, increased muscle strength, skin reinvigoration, improvement of cellular performance and strengthening of the immune system, among others, will be designed based on personal habits, biomarkers, epigenetic patterns and DNA. Nutritional intelligence will become a fundamental demand. From Anti-aging to Well-aging: the negative notion of old age will be replaced by the idea of a harmonious and vital maturity.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Intelligent Nutrition

Offer hyper-personalized foods and cosmetics that act at the molecular level to provide specific substances that the body may need to stay healthy and vital over the years.

Curative Collections

Develop functional and self-regulating textiles (i.e. garments and bedding) that incorporate substances that improve the immune system through contact with the skin. Design and produce lines of clothing and / or bedding enriched with healing properties that are aligned with people's self-care treatments.

Personal History Integration

Create specific products and services for the world of seniors, valuing their personal experiences and offering customized and exclusive access to brand benefits. Offer each customer specialized content and a re-design of products based on the analysis of their data history with the brand.

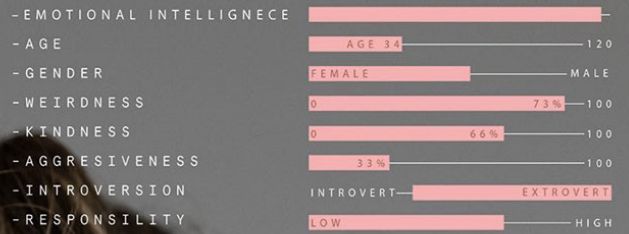
Epigenetic Coaching

Provide coaching services with the goal of modifying life habits based on the clients' epigenetic patterns. Propose long-term action strategies that allow people to progressively acquire healthier routines as well as help them align their daily food consumption to achieve proposed wellness goals.

Pollution Control

Design food, training and personal care products that stimulate a rapid purification of the organism and combat the pollution which people are exposed to daily. Generate natural movement routines and incorporate active transportation modes to help keep people's vitality high.



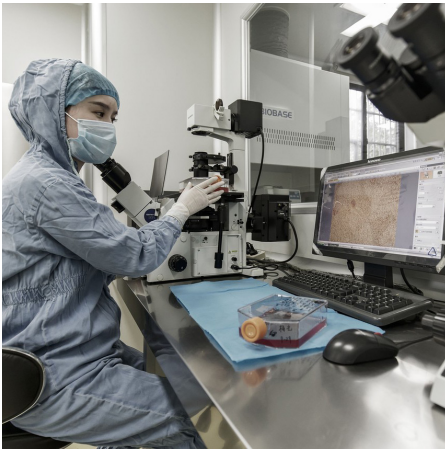


Biometric Mirror, by Lucy McRae, is a science fiction installation where participants enter a futuristic beauty salon where an AI machine scans their biometric data and reveals a mathematically "perfect" version of their own face, based on Hollywood's ideal of beauty.

BIOMETRIC MIRROR
Programmed Perfection



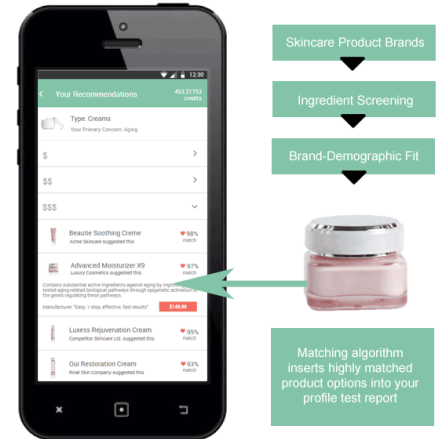
SIGNALS THAT ANTICIPATE THE TREND



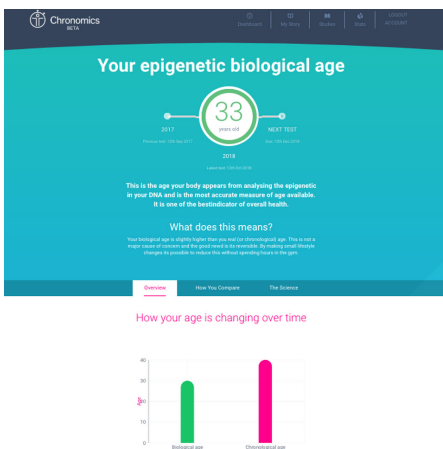
The most advanced clinical trials, with the gene editing technique CRISPR run by **Hangzhou Cancer Hospital**, allow patients with esophageal cancer to be treated, significantly increasing their chances of being cured.



The **Iveco 'Fit Cab'** truck is equipped with a series of training components that allow drivers (who spend long periods of time sitting) to do physical activity on long-distance journeys or when taking a break during trips.



Skintelli uses the science of epigenetics to analyze the current quality of a person's skin in order to then advise them on the most suitable products from different brands.



Chronomics is a startup that helps prevent future diseases while analyzing the health and dynamic well-being of users based on the epigenetic information found in their DNA.



Immortalis is a company that uses a combination of microbiological, genetic and epigenetic medicine, to create a natural dietary supplement that can alter people's minds and bodies, the idea being to offer an aspirational goal of living a long and healthy life, and in essence, "designing" one's "immortality."



DNAfit, **VITL**, **Rightangled** and **FitnessGenes** provide personalized advice on nutrition and sports routines based on the analysis of the user's DNA and physical-genetic characteristics.

2. EASY WELLNESS

People will want to access “on demand” micro experiences that improve their quality of life in simple and direct ways, at an affordable price. The democratization of well-being will be extended by including new segments of the population - such as older adults, youth and children - from diverse social strata. Future societies will demand inclusive well-being experiences that break the barriers imposed by economic inequality. People will be more open to experimenting with alternative therapies that are easy to access because of technology: psychoeducation in social networks, telemedicine, health apps, meditation podcasts, short online therapies, digital trainers, among others. There will be an increase in domestic self-care practices made possible with products that can be created, activated and 100% custom adapted by the user. Unconventional spaces will incorporate short, quick and easy practices to improve people’s well-being in everyday life.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Positive Communication

Develop brand content based on psycho-education that acts as a palliative for the main mental illnesses suffered by consumers. Conceive communication and retail scenarios that generate greater empathy with consumers by transmitting positive messages of good health and encouraging self-esteem.

Accessible Toolkits

Provide ready-to-use, easy-to-activate wellness toolboxes, that require minimal effort to customize. Respond to people’s desire to learn about self-care. Turn consumers into wellness micro-ambassadors.

Instant Exercise

Design lines of accessories and furniture that allow people to perform physical exercises while they have limited mobility in their workspaces and schedules. Create virtual trainers and provide short and varied exercise routines to execute at different times of the day.

Transformative Moments

Develop mobile units that can bring beneficial practices to unconventional spaces (offices, shops, universities) to provide a transformative moment: meditation capsules, tantric sex, yoga, acupuncture.

Massive Change

Incorporate therapeutic benefits into mass food products allowing people to easily improve their condition, by modifying a habit (their diet) without significantly changing their routine (ingesting the same type of product).





The Insight Project, a Ninja Theory company, is investigating the use of technology, video game design and clinical neuroscience to work on new therapy methods for mental disorders.



The **National Health Service (NHS)** in the United Kingdom partnered with Amazon to provide medical advice through the Alexa voice assistant, facilitating the search function for the elderly and people suffering from disabilities.



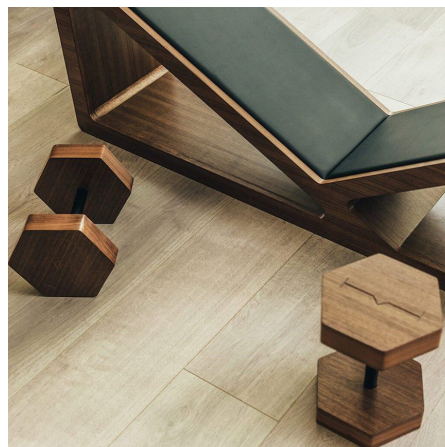
The **Mindstrong's Health app** analyzes how a person interacts with a smart-phone in order to diagnose a possible mental illness, such as memory loss and depression, and includes the option of contacting a doctor.



HotBox is a wood-burning sauna on wheels for 8-10 people that can be transported to different locations, offering visitors 10-minute sauna sessions with breaks to hydrate and cool off with an outdoor shower. **Be Time y Calm City** are meditation studios "on wheels" that can be transported to different places.

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A larger number of Instagram accounts are managed by licensed therapists who share mental health advice called "insta-psychoeducation" (positively valued by A.P.A.), a valuable strategy to reach people from cultures where therapy is still considered taboo.



Habit, in Hong Kong, designs multi-functional furniture focused on physical training for tight spaces, such as elegant, aerodynamic wooden tables and chairs that double as exercise benches and dumbbells.



Care / Of has added to its product offerings of vitamins and supplements a set of proteins and reinforcing powders, such as whey protein, chia-flax, creatine, electrolytes and maca that are delivered individually wrapped so that the buyer can combine them in a personalized manner.



3. INTEGRATED WELLNESS

People will acquire a holistic vision of well-being and will seek to achieve a healthy balance in all aspects of their lives, integrating the fields of health, fitness, nutrition, medicine, beauty, sexuality and psychology. An extreme diversification of products and services that are 100% adaptable to each individual person will emerge. Places dedicated exclusively to well-being will gain prominence, with professionals from a variety of disciplines focused on comprehensively addressing each individual. There will be an increase in demand for products that are augmented (with enhanced properties) and that go beyond the usual product capabilities. Products that are multifunctional, and that allow for the simultaneous improvement of different aspects of being human will also be on the rise. The convergence of fields of knowledge and sectors to create hybrid products, services and experiences will accelerate: medicine, nutrition & cosmetics; architecture, biology & psychology; fashion, medicine & cosmetics; nutrition, sexuality & psychology. New sectors will incorporate well-being into their offerings: tourism, fashion, real estate developments, architecture, insurance and funeral services, among others. The intersection of design with the idea of a holistic well-being will bring about the transition from Well-ness to Better-ness.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Inter-connected Offerings

Create intelligent products incorporating sensors that continuously measure body health variables and suggest changes in a person's lifestyle habits. Offer truly connected ecosystems that help align physical requirements with easy access and purchase of customized products.

Neuroscience in Everything

Apply knowledge from neuroscience and neuroaesthetics throughout the product offerings process in order to improve the empathy of products, services and user experiences. Investigate in depth the effects and feelings generated by the offerings, in order to get better information for how to more accurately create specific emotions.

Biophilic Design

Apply biophilic design to indoor environments (houses, museums, offices, shops, schools) to incorporate the benefits of "nature" and all that is "natural". Incorporate findings from psychology and biology into the workspace architecture to increase productivity and improve relations among the people working there.

Emotional Cities

Develop smart cities that can measure the level of stress or unhappiness of its citizens and provide an immediate solution through the change of lights, colors and images that are displayed in public spaces.

Extra Benefits

Design simple products enriched with extra well-being benefits: a perfume that eliminates stress, a ring that performs acupuncture, a jacket that massages the shoulders.



Field Hospital X (FHX) is an artistic installation created by Aya Ben Ron and inspired by therapeutic centers that investigate the way in which art can act against complex social issues and can promote self-care in people.





Skin II, developed by microbiologist **Dr. Callewaert** (University of Ghent) and designer **Rosie Broadhead**, is a line of garments made from fabrics with probiotics, capable of generating positive effects on the user's skin thanks to bacterial action.



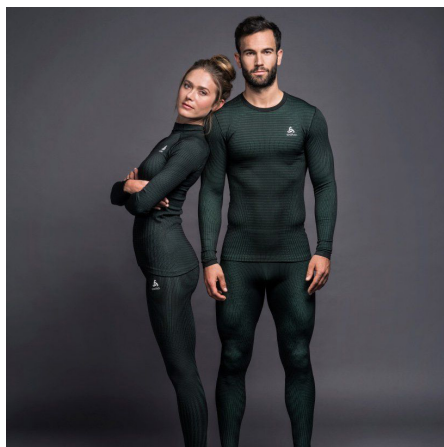
A Space For Being is an experience designed by **Google Design Studio** and **Reddymade** based on the principles of neuroesthetics which explores the relationship between the aesthetic characteristics of environments and their influence on users' well-being depending on an individual's nature.



Functional Fragrance, developed by **Nue Co**, is the first anti-stress supplement that is delivered in the form of an organic and natural aroma that impacts on the neural pathways connected with feelings of calm and tranquility to reduce cortisol levels.



Umay Rest is a meditative heat therapy device (with natural thermal oils) that refreshes the eyes, facilitates mental rest and improves sleep, fighting the damage caused by spending 10 hours a day in front of a digital device.



Odlo Futureskin is a collection of sports underwear developed by **Odlo** and **Zaha Hadid Design** that performs an organic body mapping which allows the garment to adapt to the anatomy and physiology of the user's body and control the temperature and ventilation required depending on movements.



Bhuti Studio in London offers a holistic treatment for well-being that includes experts in hormones, yoga, pilates, organic spa treatments, colonic hydrotherapy, ayurveda, acupuncture, reflexology, vegan coffee, and buddha bowls - all under the same roof.



4. SUSTAINABLE WELLNESS

People will want to have a healthy life in an environmentally and emotionally healthy environment. There will be a growing awareness that personal well-being is closely linked to the quality of the surrounding environment, including air, water, food, sounds, vegetation, and light. Technological devices will allow for the adaptation of domestic and work environment characteristics to people's needs at any particular moment. Personal devices that can improve the conditions of environments where people move about will be very useful. The preference for products and services that ensure the regeneration and preservation of the environment will be consolidated, thereby extending the vision of well-being throughout the supply cycle. The desire to reconnect with nature inside and outside cities will increase through therapies that make use of biological factors as active agents. The growing distrust towards corporations will bring about a greater desire to access healthy, sustainable and safe experiences that are easily verifiable in terms of benefits and traceability.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Improve the Environment

Develop products that monitor the quality of the environmental factors that surround us, and help improve them if they are negative to our health. Design intelligent systems that give advice on the healthiest areas to circulate and be in a city.

Monastic Moments

Offer monastic experiences (trips outside the city or within it) where nature occupies a central place and digital technology is completely absent. Create micro-spaces enriched with organic environments that help people revitalize.

Integration of Nature

Apply plant therapy by designing indoor gardens and green areas in housing, work, and recreational spaces. Remove the boundaries between the exterior and interior of buildings so that they are better integrated with the natural environment. Transfer work activities to inspiring, open spaces.

Healthy Retail

Develop stores where environmental conditions (light, air, sound, aroma, materials, etc.) are optimal for physical and emotional well-being, associating brand identity with the value of being healthy. Develop dynamic and sensory environments that change with the weather in order to adjust negative feelings.

Radical Sustainability

Align all aspects of a product to the principles of regeneration and zero impact to radically comply with sustainability requirements. Link reliable information services that reveal the traceability of the product or service offerings in order to reduce feelings of distrust.



The EFFEKT studio has designed a 45-meter-tall helical tower that allows visitors to observe the Gissselfeld Klosters forest in Denmark from above the treetops. The tower experience is part of a tour by Camp Adventure whose concept is: “nature provides the real experience”.





NotAnotherOne has designed a portable air quality tester that monitors local pollution, sends data to the user's mobile phone via Bluetooth, and issues an alert when the person is exposed to toxic air.



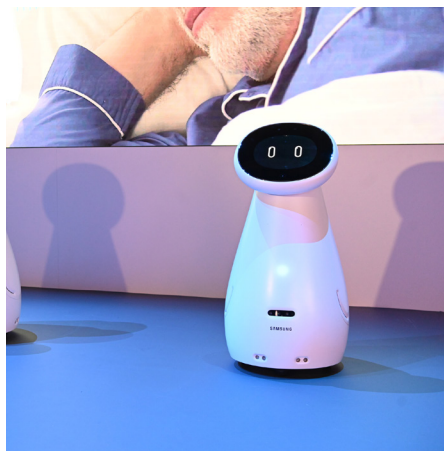
L.L. Bean has created temporary offices (pop up) in green spaces to show the positive effects of biophilic design in workers' productivity and well-being.



MVRDV presented Villa Verde, a hybrid office and residential apartment building, with a façade completely covered with potted plants and a tree library, to promote well-being when in contact with nature.



Stella McCartney has equipped her Bond Street store, London, with nano-carbon filter technology that cleans the polluting chemical elements that enter from the street to have "the cleanest air in London."



Samsung Bot Air is a robot that searches the house autonomously. It is equipped with sensors that measure air quality and if it finds that the air is contaminated, it will move to the source to begin purifying it.



Aldin Biodomes, designed by **WilkinsonEyre** and **Basalt**, is a self-sufficient ecosystem focused on health, contact with nature, and the idea of community to promote public well-being during Iceland's dark winter months.



5. MADE-TO-MEASURE WELLNESS

People will want to have more and more useful information when making decisions through the use of self-knowledge technology tools: body scans, DNA analysis, physical performance tests, stress tests, apps to measure blood pressure, heart rate and body temperature, etc. The habit of regularly measuring indicators associated with well-being will expand and lead to a progressive abandonment of generic offerings in favor of ultra-customized products and services based on one's personal data. There will be a growing desire to obtain instant, reliable therapeutic advice. People will demand services that help them integrate and manage the flow of personalized information, while offering simple, day-to-day options regarding the various possibilities of improving well-being. The combination of data history and real-time measurements collection will allow for the creation of a dynamic user profile which integrates aspects of nutrition, health, sexuality, cognitive performance and emotional state, so that products, services and spaces can have the ability to instantly adapt.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Profile Based Interaction

Develop platforms (apps, clubs) that connect people with the same physical, mental and attitudinal profile to perform similar wellness activities together such as sports, consultations with experts, nutritional learning, self-care practices and cognitive training.

True Evidence

Offer services that simulate and visualize how physical and cognitive performance can improve with specific therapies and treatments, in order to provide peace of mind and convince users of their benefits.

Instant Advice

Provide instant, reliable health and wellness advice services that integrate the information collected by users themselves through domestic self-measurement devices together with their consumption history.

Holistic Perspectives

Design comprehensive long-term wellness programs that include aspects of nutrition, health, sexuality and psychology to give people a broader and more holistic improvement perspective to accompany the evolution of their needs.

Intelligent Surroundings

Design intelligent spaces that can monitor a person's psychophysical indicators and modify aesthetic characteristics (light, texture, sound) to improve well-being and increase their positive feelings.



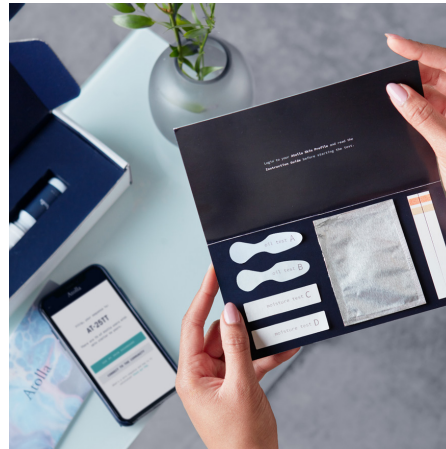


Naked Labs has created a 3D body scan mirror that creates 360-degree images of users by measuring their body mass percentage, fat mass and anatomical measurements. Users can analyze historical data with detailed graphs to visualize changes in various parts of their body.





The Nike Fit app is equipped with augmented reality so that users can scan their feet with perfect precision, through their smartphone camera, and thus get their exact shoe size when buying sneakers



The Atolla Skin Health System provides users with test kits to measure the exact characteristics of their skin (hydration, oil, pH and absorption) and then sends them a face serum calibrated precisely for their skin's needs. The formula is updated monthly.



Hussain Almoosawi developed a smart ring that emits various light signals allowing people with sickle cell disease to control and detect low levels of oxygen in the blood.



Thrive has created a simple over-the-counter product that allows people to identify and understand their stress levels with a saliva-based cortisol test.



InsideTracker measures the 40 biomarkers in the blood that its scientists have determined provide the best indicators of overall health in order to provide a personal well-being plan advising on changes in diet, supplements, exercise, and lifestyle.



Hero is a medication manager with a large button on the front that, when pressed, dispenses the exact dose of pills that have been specified through a mobile application, as well as requests the provision of medicines when they are running out.

6. SELF PRESERVING WELLNESS

A growing concern to minimize the negative impact of a harmful environment will lead to the adoption of products, services and experiences that facilitate people's self-preservation. Drastic measures will be taken to survive and overcome adversity, to the extent that people may resort to escaping to comfort zones, seeking to have 100% control of one's situation. There will be a growing demand for emotional immunity. Digital well-being will be an important consideration, so digital detox treatments will be consolidated, as well as tools that help control addiction to digital devices. The desire for silence, disconnection and "escape" will emerge in a "burn out" society. The practice of sleep will take center stage as an indispensable factor for well-being. The notion of lucidity will expand as a key benefit of products and services, giving rise to the concept of neurological spas. A person's receptivity will be associated with the need to reduce stress levels.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Lower Stress Levels

Improve the receptive capacity of people in stores by creating experiences that reduce stress levels as a necessary condition before offering products and services. Incorporate technological tools that help detect clients' moods in order to give more information to sales staff on how to act.

Moments of Escape

Provide moments of escapism with personal devices that perform sound elimination and image neutralization and that are easy to use in public and private environments. Use olfactory stimuli from a collection of personalized aromas to help people "travel" to pleasant situations of the past.

Travel Proposals

Offer an intelligent tourism service that recommends travel experiences and places based on a persons' physical, emotional and cognitive evaluation. Create annual travel plans with a variety of itineraries designed to achieve different wellness goals: digital detox, vacation, training, beauty.

Trustworthy Experts

Offer consultation sessions with experts to educate people on the benefits and risks of using certain technologies and teaching people how to manage those technologies, as well as reducing the fears associated with the fragility of privacy and digital identity.

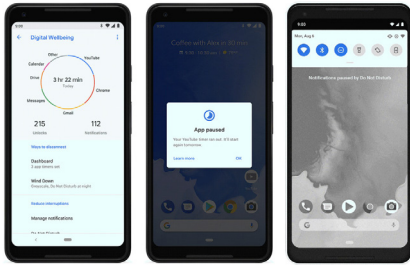
Lucidity Strategies

Develop customized products and spaces that help train concentration and sharpen the mind to improve decision making. Offer coaching services to correct negative habits that impact sleep quality.

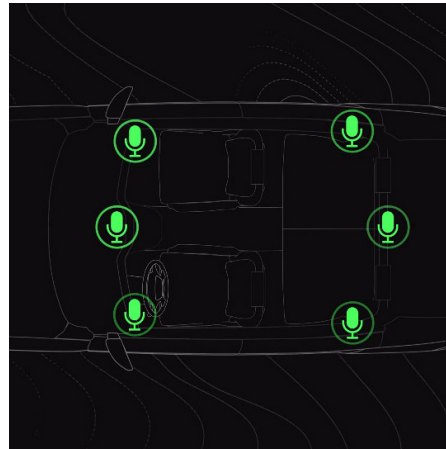


Erlend Prendergast, of the Glasgow School of Art, has designed a modular robotic device that responds to Amazon's virtual assistant, Alexa, to protect users from digital surveillance, and prevent technology-related fears and paranoia.





Google Digital Wellness software is intended to be a useful and transparent tool that monitors your smartphone usage with the goal of encouraging users to achieve a healthier balance between technology and real life.



Bose has developed QuietComfort Road Noise Control (RNC) that measures the vibrations in a vehicle's chassis caused by driving on uneven surfaces and sends a cancellation signal through the car's speakers, thus reducing the road noise that passengers can hear.



The "Art Détox" mornings at the **Pompidou Center** are designed so that people can experience artistic creation through the senses by receiving reiki sessions in the exhibition and aromatherapy rooms inspired by different artworks.



The **Nightfood** company develops functional foods such as a line of "sleeping" ice creams that complement the human sleep cycle thanks to a combination of protein, mineral, amino acid and enzyme ingredients.



Blackout by **Asics**, is an athletic track to train the mind: a 150-meter course that is shrouded in darkness without technology, without music, without landscapes, and without a finish line.

Panasonic's Wear Space is a portable device created to help concentration by limiting sight and hearing.



Bryte has designed a smart bed that can automatically adjust temperature, customize support for different parts of the body and even help a person to fall asleep, improving the rest experience.



7. COMMUNITY WELLNESS

Analog experiences with human interaction will continue to have the quality of being transformative for people, much more so than any type of interaction in the digital dimension. Happiness will become a goal to be achieved through the creation and development of quality relationships. People will demand experiences that allow for social reconnection with others in order to counteract the growing feeling of isolation and loneliness. Creating circles of support will become an indispensable strategy to generate certainty and containment in a threatening environment. Empathy will be a highly valued quality and its scarcity in current human relationships will begin to be perceived as a critical factor. Various well-being and care practices will be incorporated into traditional places of socialization: schools, clubs, workplaces and public environments.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Trustworthy Connections

Propose events and services that help people meet and connect around micro interests within intimate and reliable spaces. Invite people to participate in playful, social experiences in unconventional formats in order to feed collective curiosity.

Guides for Socializing

Design devices capable of analyzing daily habits with the goal of detecting potential mental disorders in order to alert a nearby support network. Offer a tutoring service for people who feel alone, educating them on the various possibilities for socializing.

Wellbeing Clubs

Create different types of clubs around specific interests where people can meet, have fun and find friends, as an excuse for the primary purpose, which is it to be looked-after and advised by a team of wellness experts.

Empathy Expansion

Incorporate empathy training to improve a company's internal and external understanding and communication skills. Create a brand identity that consumers can relate to by offering a more realistic discourse that is aligned with the greater social mood.

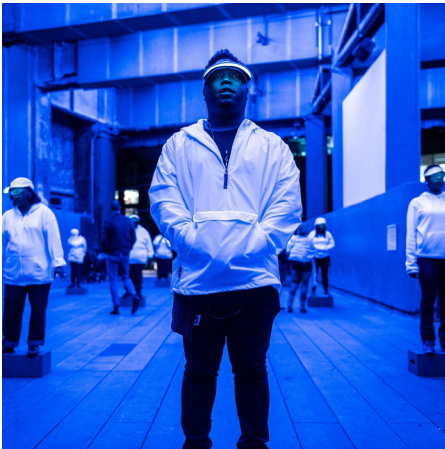
Collective Activism

Generate networks of activism around a cause close to a brand's values, allowing people to connect with peers, share knowledge and organize for action, reducing the sense of social atomization.



The work *Forced Empathy*, by Tania Bruguera in the Tate Modern, requires that a large group of people organize and lie on the floor at the same time to reveal - through the body heat generated by the entire group - a hidden portrait of Yousef, a young Syrian who emigrated to London.





The opera 'The Mile-Long Opera: a biography of 7 o'clock', created by **Liz Diller**, brought together 1,000 singers along the NYC High Line in a free, immersive choral experience that helped rethink public space in an artistic and collective way.



Paradise Now by **Bompas and Parr** was a free and open-air urban facility that invited people to collectively enjoy a sunset in dunes infused with vitamins; rehydrate under fog falls; and cleanse themselves with rain-water enriched with minerals from exotic springs from around the world.



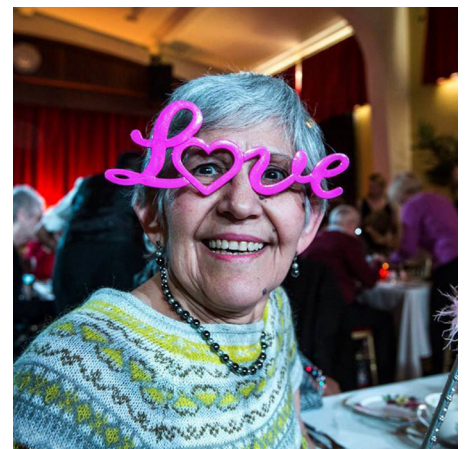
Mumhood and **Latino Bambino** are new classes in Pilates, sports training, yoga and dance aimed at mothers who want to perform physical activity while carrying their young children, including babies.



Tell Me More, designed by **Rapt Studio**, is an installation that promotes physical interaction in the era of digital communication by encouraging strangers to chat inside small spaces wrapped in curtains and with intimate lighting.



The **Prada Mode** is an itinerant social club for people to meet, talk and enjoy a program ('Collective Intimacy') of interdisciplinary art and debates around a theme proposed by an artist, such as Theaster Gates in the London edition.



The **Posh Club** is a social club for the elderly in the style of an "elegant" evening tea inspired by the 40's with live shows and volunteer waiters, to combat loneliness and promote intergenerational interaction.



8. SYNESTHETIC WELLNESS

The growing desire to experiment with the limits of being human will trigger an increase in adoption of immersive therapies that achieve positive effects from a complex combination of sensory stimuli that play with physical, emotional and cognitive aspects. People will seek to experience different types of satisfaction by exploring the most complex sides of human nature. The need for evasion will enhance the demand for therapies that include subverting the senses and mental schemes in order to reach new levels of knowledge and emotions. Synesthesia will be a useful resource for redesigning wellness routines. Ancestral practices (yoga, meditation, shamanism), natural elements (herbs, supplements, stimulants) and technological resources (biosensors, neurostimulation devices) will be combined to enhance the effects of these practices.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Stimulate All Senses

Design experiences that stimulate all the senses and induce positive feelings and emotions, both indoors and outdoors. Develop intelligent narrative systems - guided by data - that allow individuals to design mental and physical “trips” that are 100% sensory, in order to rediscover memorable experiences.

Synesthetic Inspirations

Mix retail experiences with hyper stimulating atmospheres not directly related to the sector, to surprise and emotionally mobilize people. Transmit product inspirations synesthetically: for example, demonstrating the inspiration for a particular texture of a fashion collection by offering a tasting of foods with exotic flavors.

Subversive Therapies

Generate short circuits between perceptions and senses, offering individuals the possibility to, in a sense, “restart” or “reboot”, generating a moment of estrangement, in order to help people reconnect with themselves. Offer transformative “trips” based on the principles of shamanism.

Calmness Provocation

Introduce simple, yet effective stimuli that offer moments of emotional refuge in stress-laden areas: aromas that lower stress levels, foods that facilitate meditation, sounds that help contemplation, textures that reduce anxiety.

Hybrid Therapies

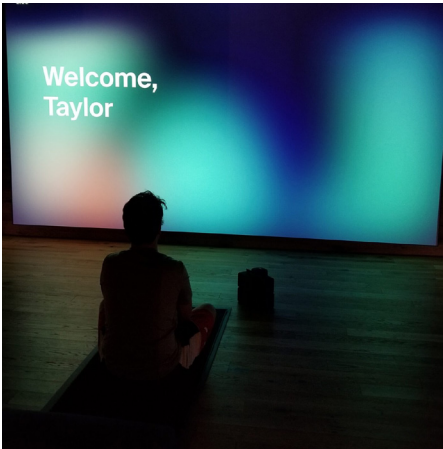
Develop wellness therapies that combine ancestral cultural techniques and rituals with technology (monitoring and stimulation) to provide extraordinary benefits.





At the A4 Art Museum, the artist **Karolina Halatek** created an immersive light installation titled Halo that gave her audience an intimate and personal experience of contemplation in an abstract environment.





Sanctuary offers immersive experiences to help disconnect with one's routine by combining physical and mental exercise through a virtual yoga instructor in an 84°F room, meditation classes, spaces with curated "travel" images, special drinks, showers with organic products, and color and sound therapies.



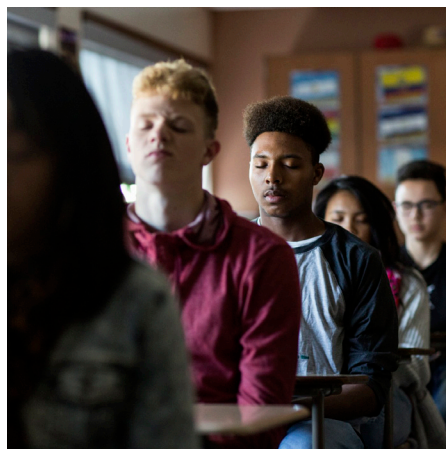
Yoga With Minelli is a female-led yoga studio that combines ancestral practices with cannabis in weekly classes that emphasize judgement-free connection with the body.



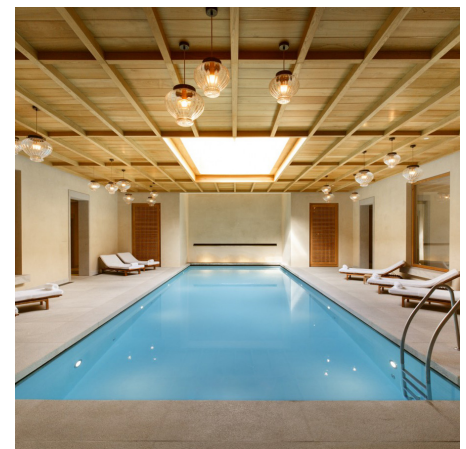
The **Healium XR** meditation tool designed by StoryUp uses virtual reality to provide relaxation and combat anxiety; users can see worlds that change depending on their brain activity and heart rate. Airlines are integrating the experience into their entertainment offer.



The **Fendi** hotel in Rome offers guests a menu of aromas to personalize their room with, as well as offering the possibility of taking a bottle of that perfume home, in order to be reminded – at any time of the year – of that holiday feeling or that sense of relaxation.



The **David Lynch Foundation** Quiet Time program brings transcendental meditation to more than 4,000 New York public school students, to help reduce anxiety and depression in young people and even improve graduation rates.



Sanctuario LeDomaine Wellness & Spa offers a Mindfulness Spa Experience, a session that combines virtual reality (immersive video) with relaxing massages and the ancient practice of guided meditation, along with other treatments according to the characteristics of each person, all curated by a Spa Sommelier.



9. LIFE, DEATH & BEYOND

People will want to design how to be remembered after death. Experiences that represent one's universe, thoughts and values will be created specifically for this purpose. The objective will be to leave an easily recognizable footprint for all to see, allowing for the attainment of digital and sensory eternity. Death will begin to be demystified, losing its opaque character and instead acquiring new meaning and practices that guarantee well-being in the final moments, minimizing negative feelings of fear and anxiety. The moment of death, as well as the subsequent treatment of the body, will be aligned with the values proclaimed in life. The expansion of the idea of circularity will create an increase in ecological practices and compostable burials. Emotional health will begin to be closely linked to technological tools, with algorithms designed to facilitate grieving processes.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Digital Eternity

Develop the concept of digital eternity to help people manage and design their virtual legacy as a way of evoking the living self. Provide tools that work towards the expression of one's personal universe and ensure its continuity.

Think About The End

Create community spaces or online platforms where people can meet and talk freely about their wishes for the final moments of their life, their funeral and the subsequent treatment of their body. Offer guides that help express those wishes in concrete experiences, such as how to be remembered, celebrated, buried or cremated.

Sustainable Burials

Offer affordable funeral services that incorporate sustainable products and materials that align the moment of death with the circular values sustained in life.

Alternative Visions

Provide courses that can help people change their perception of death, explaining that the end of life is merely a moment of transition, in order to reduce anguish and anxiety. Disseminate knowledge of ancestral philosophies that interprets death in a positive sense.

Products with an After Life

Design products that may have a new functionality after the user's death as a reminder of the person who's no longer with us. Conceive experiences, that can come to fruition only after someone has passed on, based on the person's universe, for example, a box of memories that only opens up once a person has died.



Frederik Heyman has created the concept of a digital monument, a way of projecting into the future and being remembered for generations to come exactly as one wants to be, using cutting-edge 3D scanning technology to recreate oneself and one's personal universe.





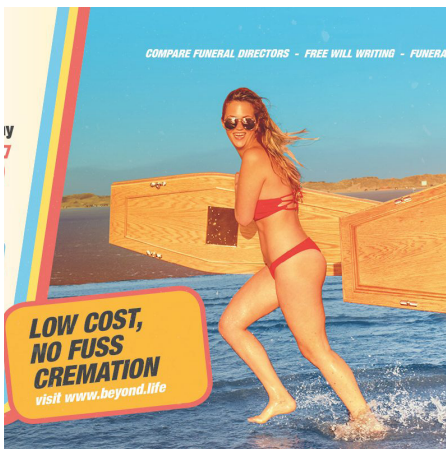
Constellation Park, created by **DeathLab** at Columbia University, is a public monument under The Manhattan Bridge whose purpose is to highlight and help people accept the finitude and cyclical nature of life, by transforming individual biomass into a constellation of light (powered by latent bioenergy inside the corpse).



The **AndVinyly** company turns the ashes of the deceased into a vinyl album of their favorite artist, to be listened to, as a way to evoke memories of the loved one.



The **Death Cafes**, created by Jon Underwood, bring people together in a friendly space to drink tea, eat cakes and speak clearly about all the issues and fears related to death in a direct and frank way.



The low-cost cremation company **Beyond** breaks taboos about death with advertising campaigns that contain original scenes, such as a couple smiling and chasing each other on a sandy beach while holding wooden coffins instead of surfboards.



Exit Here is a modern funeral service with a lounge designed with bright and warm patterns, where it is possible to talk about death and create personalized experiences by choosing floral arrangements, coffins or urns and special spaces to express individuality on “the day of death”.



In Paris, the first green cemetery dedicated to ecological burials has been inaugurated where coffins and urns must be made of biodegradable materials and the bodies (without chemical treatments) must be coated with natural biodegradable fibers.



10. WELLBEING-DRIVEN SEXUALITY

In a hyper sexualized society, the desire to overcome the internal limits of personal sexuality will become more evident. There will be a progressive demand to reconnect with privacy in the face of an environment dominated by extroversion and exhibitionism. Sex will become a means to achieving other goals favorable to well-being - tension relief, increased body performance, stress reduction - progressively eliminating its taboo character. There will be an increase in individual and experimental sexual practices of self-satisfaction, facilitated by new technological products, as well as organic stimulants. There will be a clear intention to deconstruct normality, starting with the guilt-free exercising of sexual preferences, thereby subverting roles, genders and practices. Desires expressed honestly may clash and enter into tension with the various “new ethics” espoused by contemporary activism campaigns, such as ethical porn.

HOW TO INNOVATE IN THE NEXT 3 YEARS?

Natural Orgasm

Develop natural products (such as food or special supplements) formulated to improve the duration and intensity of the orgasm experience, as well as physical recovery so that new cycles can begin immediately.

Sexual Potential

Create sex toys and devices that incorporate sensors and technology to measure, control and train sexual skills. Offer instances of reflection on one’s own intimate desires, as well as training programs to explore personal sexual potential.

Hyper-Stimulating Toys

Design functional clothing and accessories that stimulate circulation and blood flow to the primary and secondary sexual organs for a continuous state of stimulation. Create sex toys that act on several senses at a time (aroma, touch, sound, movement, taste) to achieve hyper-sensory stimulation.

Shameless Pleasure

Brands from different sectors could enter the field of sexuality with products, services and experiences that help consumers feel different types of pleasure without being ashamed of it. Introduce eroticizing experiences in unusual places to reconnect with desire in everyday life.

Sincere Sexuality

Develop branded content around the concept of libido and the importance of exploring sexual desires as a way of feeling whole. Eliminate the superficial, patriarchal and binary approach to sexuality to engage in a more sincere dialogue about consumers’ fantasies.





The Pornhub porn video site featured a video called “The Dirtiest Porn Ever,” with a popular amateur porn star couple, LeoLulu, having sex on a beach full of debris, such as bottles and plastic bags, as a wake-up call to the global crisis caused by pollution in the oceans.





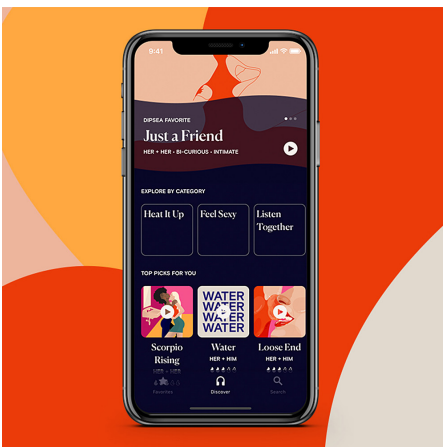
Kikoko develops a line of teas that contain a mixture of organic herbal ingredients as well as active cannabis constituents, with the aim of improving sexual well-being by stimulating libido and intensifying pleasure.



The Honey Pot, a plant-based feminine hygiene company, launched a body balm that contains hemp seed oil to help with menstrual cramps, relieving pain and discomfort in the pelvic area.



Wild Flower created Enby, a sexless vibrating sex toy that can stay with one person during all life transitions: through body changes, partner changes and evolving desires.



Ferly is an audio guide for conscious sex that combines meditation and masturbation with podcasts featuring erotic stories and exercises to explore new sexual limits and guides for self-pleasure.



Loom is a center of reproductive well-being that offers a curriculum focused on pleasure without taboos, covering topics such as orgasms, masturbation, toys to use alone and in pairs, lubrication, ethical porn, including the unique concept and definition of an “excitement map”.



Ripple has developed a line of clothing equipped with tactile, visual, auditory and olfactory stimuli that allows people with disabilities to experience sexual pleasure without shame or discomfort.



SOCIAL, TECHNOLOGICAL, CULTURAL AND ECONOMIC FACTORS THAT DRIVE THE BETTERNESS TREND

WELLNESS SECTOR EXPANSION
INCREASE OF LONGEVITY
PSYCHOLOGICAL CRISIS
GREATER POLLUTION IN CITIES
INSTABILITY IN RELATIONSHIPS
DISTRUST IN THE MARKET

25%

INCREASE IN LIFE EXPECTANCY
IN THE LAST CENTURY

4.2 TRILLION

USD REPRESENTED THE WELLNESS
MARKET IN 2017

27%

INCREASE IN NEGATIVE
FEELINGS AFFECTING THE
WORLD HAPPINESS INDEX
BETWEEN 2010 AND 2018

2 BILLION

PEOPLE WHO WILL BE OVER 60 IN
2025, REPRESENTING 22% OF THE
WORLD'S POPULATION

1 IN 6

PEOPLE GLOBALLY SUFFER AT
LEAST ONE MENTAL DISORDER



77,9 YEARS

IS THE LIFE EXPECTANCY
IN EUROPE

5.3 MILLION

PEOPLE SUFFER FROM
DEPRESSION EVERY YEAR
IN GERMANY

11%

THE AVERAGE DECREASE IN
STABLE COUPLES BETWEEN
1996 AND 2015 IN FRANCE

39%

OF US ADULTS MEET THEIR DATES
THROUGH THE INTERNET, AS
OPPOSED TO BEING INTRODUCED
BY FRIENDS AND FAMILY

9 IN 10

PEOPLE IN THE WORLD
BREATHE POLLUTED AIR

12%

WORKERS IN THE UK THAT
THOUGHT THEY WOULD LOSE
THEIR JOB IN 2018

10 TRILLION

USD WILL BE THE WORLD'S HEALTH
EXPENSES IN 2020

4 IN 10

PEOPLE IN THE UNITED
KINGDOM FEEL THAT BREXIT
AFFECTS THEIR MENTAL HEALTH

40%

OF CHINESE ADULTS SAID
THAT THEY EXPERIENCED A
SIGNIFICANT AMOUNT OF
DAILY STRESS IN 2016



WELLNESS SECTOR EXPANSION

NEW SECTORS INCORPORATE WELLNESS PROPOSALS

The latest report from the Global Wellness Institute has revealed that the global wellness industry grew 12.8% between 2015 and 2017, from \$3.7 trillion to \$4.2 trillion, that is, it grew 6.4% annually, almost twice as fast as global economic growth (3.6%) (GWI, 2019). According to the World Health Organization, global health spending will exceed USD 10 trillion in 2020 (WHO, 2019). In addition to the traditional sectors of well-being - medicine, nutrition, cosmetics, psychology, sexuality, fitness - new industries are being incorporated that are gradually beginning to add value proposals based on well-being, healing and self-care: tourism, fashion, real estate, architecture, insurance and funeral services, among others. The growth and expansion of business opportunities will encourage more and more companies to enter the field of well-being, from new startups to technology giants such as Alphabet, Amazon and Apple.

PARADIGM SHIFT

The crisis of the patriarchal paradigm, as well as the growing demand for “super human” professionals (employees can no longer be average in such a competitive environment), is generating a greater openness towards self-care practices among the male population. Gradually, men are losing the shame associated with accessing cosmetic and beauty products and services that were previously reserved for women. The emergence of product and service offerings that are gender neutral, and that are adapted to the user’s physical and mental characteristics, will become the norm.

ACCESS TO INFORMATION AND EXTREME PERSONALIZATION

Scientific advances and the lower cost of technologies that allow for the in-depth measurement of biological indicators, analysis of large amounts of data and the quick diagnosis of a person’s physical and health status, will enhance and accelerate the development of extreme personalization in sectors such as medicine, nutrition and cosmetics. In addition, new scanning techniques to measure people’s cognitive and emotional performance will open the door to incorporating notions of neurology and psychology into new sectors.

INNOVATION IN DESIGN, PRODUCTION, AND DISTRIBUTION

Technologies such as big data, artificial intelligence, robotization, machine-learning, blockchain, and the Internet of Things, are redefining the times and the nature of design, production and distribution processes, by providing on-demand access to a wide variety of customized



products and services. Global companies are being reorganized under the new industry 4.0 paradigm, which includes digital connection, modular structures, decentralized decision-making and analog-virtual systems.

CONVERGENCE OF DISCIPLINES

The advancement of biotechnology and nanotechnology in the development of intelligent materials with additional properties - for example, textiles with medicinal actions, foods with psychological functionalities, surfaces capable of purifying the air - are generating an unprecedented convergence of disciplines to create products with multiple functions, further multiplying future business opportunities.



INCREASE OF LONGEVITY

INCREASE IN LIFE EXPECTANCY

Life expectancy has increased by 25% in the last century thanks to improvements in living conditions, medical advances, the development of preventive treatments, increased self-care practices, and the adoption of healthier habits. According to the World Health Organization (WHO, 2019), European countries have increased their life expectancy by one year in the last five years, reaching an average of 77.9 years. In England, for example, life expectancy has increased 25 years in the last 100 years.

AGING OF THE WORLD POPULATION

Due to the increase in life expectancy, the lower mortality rate and the decline in fertility rate, the proportion of people over 60 is increasing faster than any other age group in almost all countries (WHO, 2019). Between 2015 and 2050, the proportion of the world's population over 60 years old will go from 900 million to 2 billion, which represents an increase from 12% to 22%. More than 80% of the world's GDP is generated by countries with rapidly aging populations. G7 countries - Canada, France, Germany, Italy, Japan, the United Kingdom and the United States - have been suffering from low birth rates since the mid-twentieth century. China is home to the largest number of elderly citizens and its population is aging faster and faster. The progression of aging as a whole, among that world population, will have effects on the global society and the world economy, directly affecting consumption, work and lifestyles.

A LONGER LIFESPAN

Thanks to recent scientific advances, the world is headed towards having a longer living population that could potentially spend, in the coming decade, an average of 100 years enjoying good health. A person between 81 and 91 years old today is in similar, or better, conditions than a 65-year-old in the 1900s. Soon, science will help extend a person's lifespan. With the CRISPR gene editing tool, scientists are confident that medicine is getting closer to developing an anti-aging gene therapy that will eliminate diseases. Harvard researchers have identified 45 very long-lived genetic variants present in people who have lived up to 110 years that could be used in future therapies. Silicon Valley tech companies are investing in technologies that extend life through biological manipulation (also known as biohacking): genetic therapies, NAD +-based pills, smart drugs (nootropics) and plasma transfusions, among others.



AGING AS A DISEASE

Research on longevity and healthy aging to extend people's health and lifespan is on the rise. This could lead to a change in the definition of aging, which could cease to be treated as something natural and instead, be considered as a disease for which to develop specific medicines and thus obtain legal approval from regulatory bodies. According to the Academy for Health and Lifespan Research - integrated by Harvard University, MIT and other North American and European institutions - in the near future drugs will be developed that will treat aging at its origin, thereby having a greater positive effect on health and life expectancy, as compared to drugs directed at treating a single disease. Technologies are being developed not only to delay diseases related to aging but also to reverse their aspects, for example, a treatment for heart disease that, as a side effect, would also protect the patient against Alzheimer's, cancer and muscle fragility.



PSYCHOLOGICAL CRISIS

A SOCIETY UNDER PRESSURE

Contemporary societies are going through a global psychological crisis that negatively impacts people's health and well-being. The increasing pressure to always perform at one's maximum, in professional and private life, has triggered an increase in stress levels. In 2019, the World Health Organization added occupational exhaustion (burn out) to its International Classification of Diseases. Anxiety disorders have increased due to technology addiction, 24-hour connection to social networks, concerns about economic instability, political events and climate change. Also, the on-demand economy is creating increasingly impatient consumers.

GLOBAL INCREASE OF MENTAL DISORDERS

The increase in mental disorders such as depression, anxiety, lack of concentration, occupational exhaustion and lack of sleep is a fact. According to the World Health Organization, 322 million people worldwide suffer from depression and at least one-third of the world's population will suffer from some type of anxiety disorder during their lives. Globally, one in six people has at least one mental or substance abuse disorder, that is, more than 1.1 billion people (WHO, Depression and Other Common Mental Disorders, 2017). The German Depression Foundation has published its Depression Barometer 2018: around 5.3 million people in Germany suffer from depression every year, and about 17% of German adults will experience a persistent depressive disorder in their life. In China, 40% of adults report that they experience a great amount of daily stress (Linda Lyons, Diana Liu, "Worry and Stress Rise in China," World (blog), Gallup, February 8, 2016).

POLITICAL EVENTS WITH A NEGATIVE IMPACT

There is an increase in mental illness in adolescents, pre-adolescents and children. The survey conducted by the Mental Health Foundation in 2018 in the U.S. reports that more than 1,800 parents revealed that almost 4 out of 10 parents (39%) were worried that their children would be increasingly anxious about world and national events. Of those whose children were anxious, 6 out of 10 (61%) noticed that their children were beginning to ask many more questions, and a quarter (24%) noticed that their children were looking for tranquility. The total number of adolescents who recently experienced depression increased 59% between 2007 and 2017; The growth rate was faster for female adolescents (66%) than for males (44%) (Pew Research Center, 2018).



ECONOMIC INSTABILITY AS A STRESS FACTOR

The growing economic and political uncertainty is generating serious damage to the mental health of millions of people around the world. The Stress in America survey, conducted by the American Psychological Association in 2016, revealed that 66% of people saw the future of their nation as a major source of stress, while 57% felt stressed by the current political climate after the presidential elections. Google searches for the word “self-care” peaked between November 13 and 19, 2016, the week after Donald Trump was elected president of the United States. A survey conducted in the United Kingdom in 2019 by the Mental Health Foundation revealed that 4 out of 10 people say that Brexit has affected their mental health in the past two years; 1 in 10 people reported that worries about Brexit had caused sleep problems in the last year; 2 out of 10 people said it had caused them “high levels of stress”, while millions felt helpless, angry or worried. A YouGov survey shows that 44% of respondents believe that the withdrawal of the EU will make their lives worse, and some EU citizens living in the UK have even reported that they have suicidal thoughts as uncertainty about the future increases.

WEAK SOCIAL CONNECTIONS

Economic instability and fear of losing one’s job is another stress factor. The Business in the Community (BITC) Seizing Momentum: Mental Health at Work 2018 report revealed that one in eight (12 percent) UK workers believed they were likely to lose their jobs in the next 12 months. Of 4,000 workers surveyed by YouGov, 3/5 reported that they lost sleep and experienced stress, lack of concentration and fatigue, all symptoms of depression, due to financial concerns. Research from the Office for National Statistics (ONS) previously found an association between job insecurity and suicide, and young adult men in lower-paid jobs as being at a greater risk.

Current social and technological dynamics are negatively impacting people in various societies by increasing the feeling of isolation. According to the U. S. Office of the Surgeon General (OSG), loneliness and weak social connections are associated with a lower life expectancy.



GREATER POLLUTION IN CITIES

HIGH POLLUTION RATE

In many cities people are immersed in public and private spaces with high pollution rates. According to the World Health Organization (WHO, 2019), 9 out of 10 people breathe polluted air around the world. Few cities and neighborhoods are exempt from it, for example, the interior of the ground floor of a store on Oxford Street in London has the same pollution levels as in the street.

LACK OF NATURE AFFECTING HEALTH

In recent times there has been growing evidence of the relationship between pollution levels and the development of mental illnesses. A study conducted in London by King's College London and Duke University published in *Psychiatry Research*, found that 12-year-old children who grow up in an environment with high levels of air pollution have a greater chance (between 3 and 4 times more) of developing depression at age 18. In the same way, a study from the Aarhus University of Denmark, determined that children who grow up surrounded by vegetation are 55% less susceptible to developing mental health problems during adolescence and adulthood.

MORE AWARENESS OF STRATEGIC RESOURCES

The quality of water, air and food plays a central role when it comes to the growing awareness of the severity of climate change. A 2018 survey conducted by the Pew Research Center showed that most people in most countries say that global climate change is a great threat to their nation. In fact, it is seen as the main threat in 13 of the 26 countries surveyed, more than any other issue on which people were asked to express their opinion.

BENEFITS FROM CONTACT WITH NATURE

The benefits of being in contact with nature for physical, mental and emotional health are confirmed by recent studies, such as the Center for Environment, Health and Field Sciences, of Chiba University, Japan, which determined that, "forest therapy" (or plant therapy), lowers cortisol levels (the cause of stress), blood pressure and heart rate, offering participants a feeling of calmness. This evidence is encouraging more architecture studios to incorporate vegetation in interior environments, as well as covering building façades with plants to design healthier spaces. The University of Exeter Medical School determined that 120 minutes per week in contact with nature is the threshold for feeling positive effects on health and well-being.



INSTABILITY IN RELATIONSHIPS

SOCIAL RELATIONSHIPS THAT GENERATE UNCERTAINTY

The paradigm shift in relationships also creates a source of uncertainty that affects people's well-being. Unstable links and loss of empathy have become an increasing source of problems that requires managing. The growing general distrust of the environment, the increase in mental disorders (lack of sleep, depression, anxiety) and the feelings of insecurity make survival a priority over desire. The increased pressure of professional super-performance eradicates flirting and seduction from daily routines.

NEW RELATIONSHIP FORMATS

Marriage rates - a symbol of the traditional family paradigm - have declined. A study conducted in France on 27 million people showed that, in 2015, 69% of people aged 25 to 60 had a stable relationship, compared to 78% in 1996, that is, a decrease of 11% between 1996 and 2015. This correlates with the increase in the number of single-parent families, 1.6 more, between 1996 and 2015 (France Strategie, 2018). Criticism of the concept of monogamy as a relational format has given way to other alternatives such as open relationships and polygamy. Among the most 'Google-ed' words in 2017 in the U.S. in the relationship category "polyamory" was the fourth most sought after. According to a 2014 Chapman University survey, 5% of U.S. relationships were identified as non-monogamous, while a more recent 2017 survey of single adults showed that 1/5 of respondents said they would try some form of non-monogamy at some time in their life.

INTERNET AS A MEDIUM FOR SOCIALIZING

The way to meet a partner has also changed with the entry of technologies such as dating applications. The possibility of directly accessing a 'menu' of candidates in dating apps has led to the removal of intermediaries previously required in order to meet someone. A national survey in 2017 representative of American adults, found that for heterosexual couples in the U.S. online apps have become the most popular form of meeting (39%), compared with 20% through friends, 11% through colleagues, 7% through family, and 27% directly in a bar or restaurant. Online dating is shifting the roles that family and friends once had in uniting couples (Michael Rosenfeld, Stanford University, Reuben J. Thomas, University of New Mexico, and Sonia Hausen, Stanford University, 2019).

SEXUAL RECESSION

With regard to sex, we are witnessing a paradox: we live in a society



that is hypersexualized in messages and images, but where less and less sex is practiced, at least with a partner. This is particularly relevant in younger populations. According to the U.S. Centers for Disease Control and Prevention's Youth Risk Behavior Survey, between 1991 and 2017 the percentage of high school students who had had sexual intercourse decreased from 54 to 40%. According to Jean M. Twenge of the University of San Diego, today's youth are on their way to having fewer sexual partners than members of the previous two generations. In the Netherlands, for example, the average age at which people had sex for the first time increased from 17.1 in 2012 to 18.6 in 2017, and other types of physical contact were also delayed, including kissing.

LOSS OF EMPATHY

Inhibitions and dissatisfaction with the body could be some of the factors that discourage sexual practice with others. The influence of social networks, with an avalanche of images of toned and perfect bodies promoting a standardized beauty, could negatively impact self-esteem on young people and adults. Also, the new relationship codes are in conflict with the construction of intimacy: sexual stimulation requires empathy and time to connect with another person and understand what is exciting for them, something that the current era lacks.

SEXUAL DISSATISFACTION WITH OTHERS

The growth of casual sex (called hook-up) facilitated by dating applications causes greater dissatisfaction in certain people since, according to a study by the University of New York, this tends to be less physically pleasurable than sex with a frequent or familiar partner: only 31% of men and 11% of women reach orgasm with an unknown partner, while in a sexual encounter in the context of a relationship, 84% of men and 67% of women said they reached orgasm.

INCREASE IN SELF-PLEASURE PRACTICES

The fall in the practice of sexual intercourse with a partner corresponds to the rise in self-satisfaction practices, consumption of pornography and the use of sex toys. Between 1992 and 2014, the proportion of American men who reported masturbating in a given week doubled (54%) and the proportion of women tripled (26%). Easy access to pornography has caused its use to be incorporated into people's routine. Visits to Pornhub (one of the online porn giants) totaled 33.5 billion in the course of 2018, an increase of 5 billion visits compared to 2017, that is equivalent to a daily average of 100 million visitors.



LOWER BIRTH RATE

Simultaneously, with the fall in sexual practices with others, there is a drop in birth rates. In 2017, the U.S. birth rate reached a record low for the second year in a row and, as a result, about 500,000 fewer American babies were born in 2017 than in 2007, despite the fact that more women were of childbearing age. Likewise, the new systems for conceiving babies without the direct intervention of another - surrogacy and in vitro fertilization - are also causing a redefinition of sexual practices, now focused on immediate and individual pleasure.



DISTRUST IN THE MARKET

GREATER RESPONSIBILITY IN HEALTH DECISIONS

Increased access to relevant information on health and well-being aspects has generated greater awareness about the value of self-care. People today are taking more responsibility for their health decisions. In the same vein, consumers have developed a critical view about general market offerings and better understand how companies are managed, which results in a growing distrust of what they sell, whether it has to do with real benefits offered by products and services, or their traceability. This sensibility has also been amplified by the disappointment in past diets and treatments that actually generated physical damage. Additionally, it has caused a growing aversion to marketing messages that undermine people's self-esteem.

DISTRUST IN THE FOOD CHAIN SYSTEM

The level of distrust in food production has also increased in many countries. Although people demand more information and transparency regarding the food they eat, they have also lost confidence in several of the institutions responsible for ensuring food traceability (Ray A. Goldberg, Harvard Business School). In the U.S., studies indicate that consumers seem to prefer "natural" foods, however, there is little consensus on what the term actually means. Food companies may use a label that mentions "natural" properties, but the U.S. Food and Drug Administration (FDA) has not yet defined the term, or, in the case of meats, according to the U.S. Department of Agriculture, the term "natural" means that the product is minimally processed and not 100% natural, which has increased consumer confusion and distrust.

DISAPPROVAL OF WELLNESS AS A STATUS

No doubt, the idea of well-being has expanded in the last decade. The adoption of the concept of 'eudaimonia', that is, leading a virtuous life and doing everything possible to reach our human potential, has been combined with other immediate demands of today's society, such as the search for hedonism, improvement of the psychophysical lifespan and the avoidance of pain. The increase in threats to health and happiness has caused a growing disapproval of the idea of well-being only as 'status'.

The level of happiness of societies is currently center stage. According to the World Happiness Report 2019, negative feelings (worry, sadness and anger) have increased by 27% worldwide between 2010 and 2018. The study also found an increase in the happiness inequality gap, which



HAPPINESS FACTORS

is the psychological parallel to income inequality, that is, how much individuals in a society differ in how satisfied they are with life (United Nations Sustainable Development Solutions Network, 2019).

Research on happiness and well-being has shown that the key determinants of well-being are the quality of relationships, mental and physical health, the ability to meet basic needs, social and emotional skills, having a purpose in life and life stability. Once basic needs were met, it was found that money did not bring extra happiness (Harvard Study of Adult Development, 2017; San Francisco State University, 2014).



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