

How does an idea?

Become a business?

which becomes a company?

that builds an industry?

starting a revolution

Information

Technological

Industrial

REVOLUTION

Cultural

Agricultural

Can Spa be the Bridge for...

hospitality and healthcare

and preventative medicine?



what is our future?

India's population will rise another 900 million by 2050
overtaking China's population by 2030

the number of people aged 60 and older will jump from
700 million to 1 billion by 2020

During the course of this presentation
300 people will turn 60 years old

The world anti-ageing product market is
expected to reach
\$115.5 billion by 2010

53% of people in developing countries and
84% of people in developed countries
will live in cities by 2030

By 2025
two-thirds of the world's population will
face **water shortages**

Diabetes currently affects 246 million people,
and will affect 380 million people by 2025,
a growth rate of 54%

80 new people will be diagnosed with diabetes
In the next five minutes

By 2020 the top five diseases will have the
underlying contributing factor of
stress

The World Health Organization projects that by 2015, approximately 2.3 billion adults or 31.6% will be overweight and more than 700 million will be obese worldwide...

...equivalent to the current populations of
China and India combined

By 2010 the United States will spend
2.72 Trillion dollars on Healthcare
(16.5% of gross domestic product)

More than 37% of major hospitals
now offer one or more CAM therapies, up 26% from 2005
(increase of over 800 hospitals in three years)

Global spending on “health and wellness” food
increased by 28% from 2002-2007

Globally, \$10 million dollars is spent
every hour on health and wellness

IS THE NEXT
REVOLUTION
WELLNESS

How does an idea...

...shape the future?

Looking toward the Future

“My crystal ball: Do you see what I see?”

Moderator:

Richard Dusseau, President and CEO, Spatality Holdings, Ltd. USA/Thailand

Panelists:

Helena Baranova, President, European Institute of Personalized Prevention, France

Paul Elmslie, Managing Director, HeathCert., Australia

Andrew Lane, Director, Spa and Salon International, United Kingdom

Heinrich Schletterer, CEO, Schletterer Wellness and Spa Design, Austria



Genomics – the art of wellbeing

New GENERation SPA

H. Baranova MD, PhD, HDR

European Commission Expert for Genomics,
Life Sciences & Biotechnology for Health (expert N 2002B003566)

International Expert for Anti-Aging Medicine and Medical Wellness
(World Anti-Aging Medicine Society)

President of the European Institute of Personalised Prevention
NICE, FRANCE

www.i-e-p-p.org

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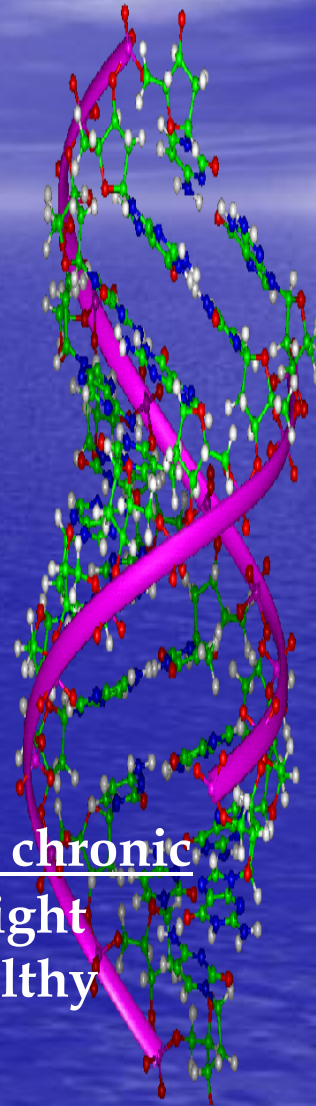
Main new trends

- Significant development of medical SPAs with medical preventive highly personalised non-/low invasive services.

Main approaches:

- Genomic medicine Integrative medicine
- Cosmetic medicine (different from esthetic medicine)
- Chinese medicine Functional medicine (AAM)
- New equipment : radio/other frequencies
- **Key word: SYNERGY Major goal: GENERGY SPA**
- Client profiles with special requests:

from « girl bands » to - « anti-ageing fans », « hard workers » (with chronic fatigue & « burn out » disorders), « eternal girls », « permanent weight regulators », « all-together-family team players », « potentially healthy people » .



IEPP **Progressive increase of men and children in SPAs**

Main new trends

Genomics - the art of wellbeing - WHY?

UNIQUE approach, which is possible to use on PREsymptomatic stage (including potentially healthy people)

Special advantage (nutrigenomics, dermatogenetics, psychogenetics, etc.): ALL recommendations (cosmetics, diet, physical activity...) - highly personalised → Unique expertise for each person

↓
Client fidelisation

↓
Increased potential for network / franchising systems

Difficulties:

- multidisciplinary approach
- necessity of highly qualified stuff
- specialist formation & education; EBM
- necessity of new infrastructure

→ **Luxury sector**

Pitfalls!

“bad gamme”, misleading

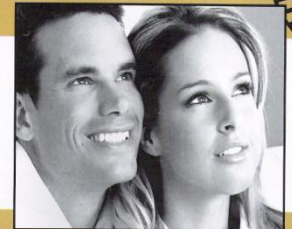
Living in harmony with

our genes

LIFESTYLE NUTRICOSMETICS GENOMICS



Luxury New GENEration products
LNG
Lifestyle Nutricosmetics Genomics



Genes & Environment
Your report in personalised prevention



Baranova V. Helena MD, PhD, HDR
International Expert for Anti-Aging Medicine,
European Expert for Genomics, Life Sciences &
Biotechnology

LABORATOIRES INELIMS

Luxury New GENEration products
LNG
Lifestyle Nutricosmetics Genomics

INTEGRATIVE DYNAMIC GENOMIC EXPERTISE

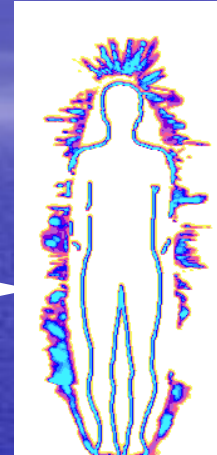
Mr Slightly : 43 y.o.
tiered, overweight, nervous

BEFORE genomic recommendations

Lipid genes Vessel genes 'stress' genes lifestyle



Cardiovascular risk sensitivity level



AFTER genomic recommendations

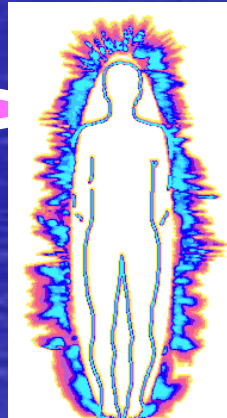
Lipid genes Vessel genes 'stress' genes



Summary result



Summary result



PRACTICAL EXAMPLE



Jean (Mr Slightly)

2 friends:
identical lifestyle
different genetic profiles

Michael



RECOMMENDATIONS

CYP1A1 Ile/Val - inhibitors: carotenes,
CYP1A2 HI lentilles, peas, etc..

NAT2 RA - no PAA (grilled meat/fish)

GSTM1 0/0 - vit E; lycopene/ no
benzoperens

GSTT1 0/0 - no cow milk products

GSTP1 v/v

COL1A1 wt/wt

ACE D/D - thalasso, relaxation,
swimming

DRD v/v - thyrosine-rich food + supls

SRE^{ERR}/wt

RECOMMENDATIONS

CYP1A1 Ile/Ile - OK

CYP1A2 wt/wt - OK

NAT2 SA - no nitrats

GSTM1 active - polyphenols

GSTT1 active - no solvents

GSTP1 v/wt - no pesticides

COL1A1 v/v - collagen stimulation

ACE I/I - no salt/ anti-water-retention

DRD2 wt/wt

SR v/v- black chocolate; tryptophan
rich diet + supls

CONSULTATION IN PERSONALISED PREVENTION



Jean



Michael



MAKE YOUR GENES WORK FOR YOU!

Looking Towards the Future

Andrew Lane

Spa and Salon International Ltd

Networks and Information Systems

Networks

Looking outside



Looking inside



Driver – Power of “Getting Connected”

Connecting new customers/ Spas

Source of authority

Creating a community with existing guests

Networks and Information Systems

Information Systems

Looking outside

Sabre / Travel Network.

easyJet.com

Looking inside

Millennium™
by Harms Software Inc.

Driver – Improved utilisation of people and property

Scheduling and labour planning

Yield management

Reducing administration

Improved management information

Personalisation

Looking outside

Personalised medicine is changing the face of healthcare. A decade from now the healthcare system will have moved from focusing on simply treating sickness to maintaining wellness

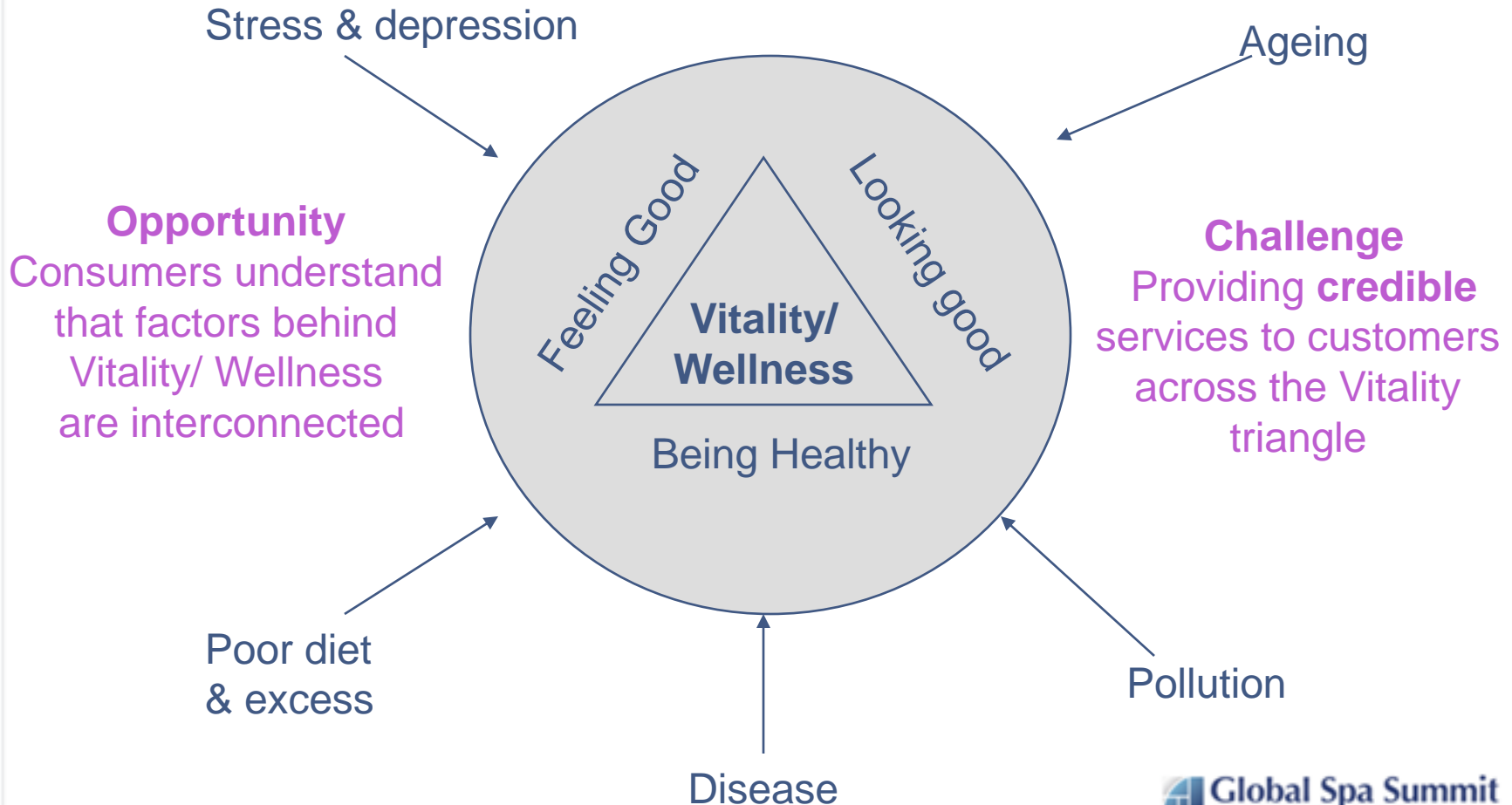
2009 Life Sciences report – Burrill & Co.

Looking inside



Personalised treatments based on diagnostics & therapists expertise

Extending Wellness



Brands and Accessibility

Looking outside



Looking inside



Challenge of Accessibility – only 23% of US consumers are active Spa goers (source ISPA 2008 Consumer Survey)

Brands - Communicating information and expectations associated with a product or service (to customers and staff)

-How do we build clear, compelling and accessible brands?

Integration of Basic Medical Services into Spas

Paul Elmslie

Challenges for Health Care

- Aging population
- Cost of medical services
- Unsustainable health systems
- Need for prevention / wellness

Future Health Care Trends

- Virtual medical records
- Increased access to information
- Tele Medicine
- Genetic Testing
- Personalised Medicine / Lifestyle Advice

Tele Medicine / Using Technology

- Access to clinical information via USB
- Access to doctors / expertise via the web
- Access to products and services on-line
- Ongoing monitoring and advice

- Examples – Dermatology, Sleep, Fitness, Lifestyle

Benefits to Spas

- Profit / Value add fee for service
- Minimal capital / staffing outlay
- Create customer loyalty / repeat business
- Enhanced credibility
- Access to insurance / govt funding

Benefits to Clients

- 24/7 global access to health services
- Time & cost saving
- Better environment
- Continuity of care
- One stop shop

Education

- On-line training programs for Therapists
- Creates global standards for the industry
- Career development pathways

- Edu-tainment health channel in the hotel & on the web

What this means for Spa

- There is an amazing opportunity to provide a total health service / lifestyle package
- Collaboration with the health system
‘Hos-Spa-Tel’
- To supply a complete lifestyle service that extends from the hotel to their home

Clients would much prefer to come to your serene location for health issues than medical practices full of sick people!