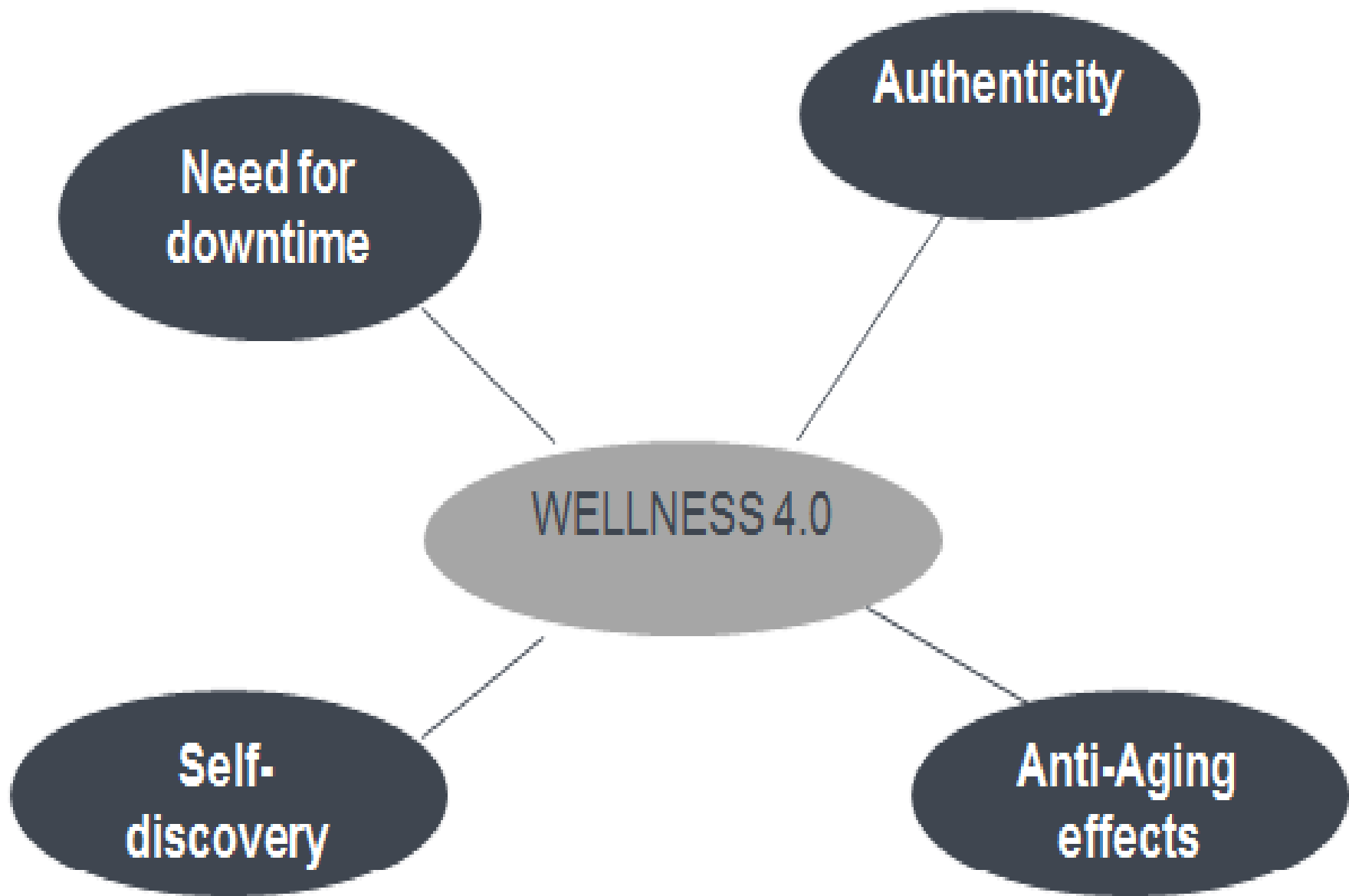


What are the
endconsumers' wishes?



Trends & Consumer Insights

Wellness 4.0.: downtime, authenticity, self-discovery, anti aging effects

The need for downtime:

“40% of women answer their e-mail on vacation.”

“49% of women feel stressed – 5% more than the figure for men (DKV 2012).”

“More than 14% of absences due to illness are caused by burnout or depression (KKH-Allianz 2011).”

Most people long for inner peace and calm.

In the future, for example, there will be increasing demand for short vacations with wellness options, so that people can relax and recharge.

This trend specifically will bring rich benefits for the SPA market. A relaxed inner self makes one more beautiful. Beautiful skin enhances a person’s sense of self-worth; you feel more attractive and have more energy and enthusiasm for life.

Trends & Consumer Insights

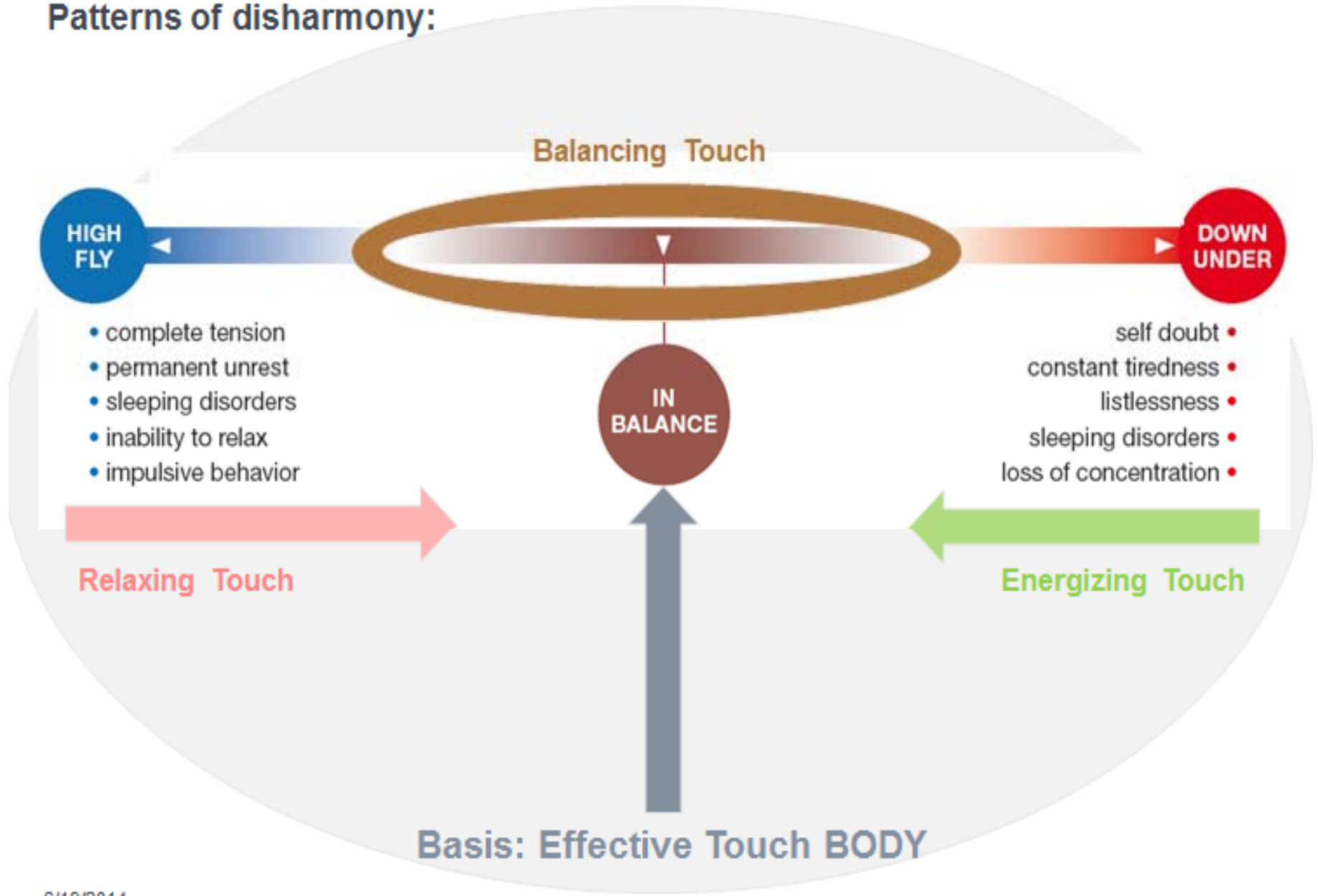
A SPA is a place...

- ... for which I deliberately take time for myself.
- ... that stands for luxurious downtime, “me” time.
- ... where I expect high-quality products, advice and treatment methods.
- ... from which I leave feeling like I have been “reborn” – refreshed and relaxed.
- ... whose sense of pleasant comfort I would like to take with me in my everyday life.

Authenticity

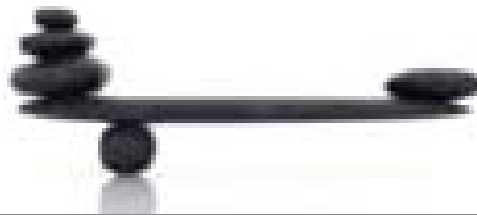
- **Aromatherapy and massages** are becoming products with certain effects, delivering not only a fragrance and relaxation experience, but also effectively toning, smoothing and refining the skin.
- Customers want **easy-to-use products** that work for 24 hours, absorb quickly and offer the added benefit of a lovely scent.
- Body care products with a toning and smoothing **anti-aging effect** are also in increasing demand. The fight against the signs of skin aging has moved beyond the face, as anti-aging effects are desired all over the body.

Patterns of disharmony:



Self Discovery

A SPA is like the Zen of beauty.



Experience SPA – All about me.

Feel like yourself.

Find time for yourself.

Experience your true inner self!

Anti Aging Effect

- With the latest technology stemcell from plants such as :
- champagne pear
- Elsberry



The New Quality of Luxury

- “Bling is over” (Karl Lagerfeld)
- The new luxury is much less tangible: quality of life, having time, deciding for yourself what to do with your time, health, physical and mental well-being, a healthy diet, inspiration, and unique experiences.
- The focus is on individual, personal luxury, on “me” time.

**“From possessing something to
experiencing something special.”**