

AJT WELLITY INSIGHTS



Monthly
newsletter on
all things
wellness

WHAT MAKES YOU MOST OPTIMISTIC ABOUT THE FUTURE OF YOUR INDUSTRY?

Wanting to feel good is a concept as old as time. Recently, owing to the pandemic and increasing societal awareness in general, mental health is being prioritized now more than ever before. We see mental health becoming a real business imperative in workplaces, and more people seeking help. Hopefully we will continue to dismantle the stigma around it! I think this is reflective of industry projections- McKinsey estimates the global wellness market at \$1.5 trillion, with a projected 5-10% annual growth.

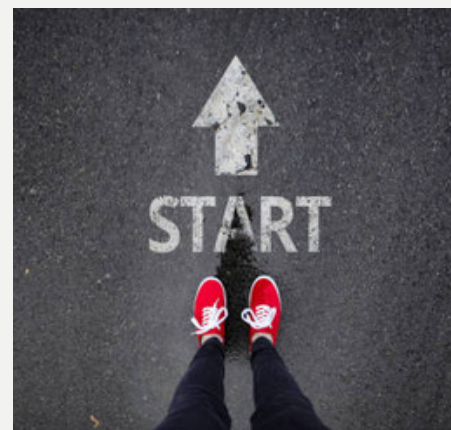


WHAT BELIEF DO YOU HOLD ABOUT YOUR INDUSTRY THAT IS NOT SHARED BY MANY?

The wellness industry aims to improve one's personal well-being as part of preventive health. I have always been vocal about the importance of analyzing one's overall health and well-being pre-wellness regime and afterwards. A lot of people question the industry's credibility due to a number of products and services being offered under "Wellness" that have driven a rise in pseudoscience. That's why for me, it is so important that all health and wellbeing programs developed have to be backed by science and medical research.

WHAT DO YOU WISH SOMEONE HAD TOLD YOU AT THE BEGINNING OF YOUR CAREER?

To build my business model around teaching & education as an entry into (medical) wellness consulting. This is especially true as a B2B company. Always provide knowledge and value first- customers who derive value from what you have to offer will naturally follow.



WHAT MISCONCEPTION DO PEOPLE OUTSIDE OF YOUR INDUSTRY HOLD ABOUT IT?

A lot of people don't realize that the Wellness industry encompasses anything to improve one's personal wellbeing. It's not just fitness or spa retreats but it could be. It's definitely not a line of deceptive products and services. If wellness to you means having better gut health for instance, any product or service that actually facilitates that goal is part of wellness. It could be to look younger. It could be to manage mental health. It differs from person to person. And yes, true wellness looks to science and medicine as a basis for everything that gets produced.

WHAT COMING TECHNOLOGICAL ADVANCEMENT DO YOU EXPECT TO HAVE THE BIGGEST IMPACT ON YOUR BUSINESS?

Emotion AI systems. Solutions that help monitor mental health in individuals through smart, wearable devices. It took the pandemic to exacerbate the importance of accessibility to treating mental illness. The technology is still currently in its infancy and there's a lack of proper regulation, but I predict that in the next few decades or so, when the science catches up with the idea, this is something the wellness industry will fully embrace.



VITAFOODS INSIGHTS EXPO 2022



MENTAL WELLBEING & IMMUNE HEALTH

On March 22, Founder and MD Anthony Jude Tan presented at Vitafood's Insights Asia Virtual Expo 2022 on the topic of **Mental Wellbeing and Immune Health**. This was joined by Monk John, PhD, who provided great insight into the correct techniques as well as anecdotes from others on the benefits of meditation.

Following this, on the 17th March, Anthony published an article on the Vitafood's Insights on the topic of **Nutraceuticals and mindfulness: Combating cognitive impairment from poor mental health** in collaboration with **ReGenera Internacional's** Founder, Dr. Francesco Marotta, who presented his findings on vitamins and supplements that contribute to cognitive health.

LET US HELP

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