



*Apothecary
Wellness
2018*

Blue Print to
Wellness Services

by Bonnie Canavino

What is Apothecary Wellness

Art of Preventative & Healing Medicine Resources

- Global Geographical Resources
 - Plant & Earth
- Human Growth of Resource Production
 - Heat, Distillation/ Steaming, Aging, Freezing, Boiling, Pressing, Preserving, Drying, Dehydration

How Science Changed the uses and practices

- Modern Science 1900s / 20th Century
 - Isolation of Chemicals-Compounding Powder plant & mineral lead to the discover of Chemical Isolation
- Millennium 2000 / 21st Century
 - Molecular & Holistic Science
 - Return to Healthy Life Practices



Apothecary Wellness in Spa

Art of Preventative & Healing Medicine Practices

- From Greece to Elizabeth Arden to over 4000 Years
 - Global Migration, Wars & Empire Building
 - Medicine & Research
 - Medicine / health
 - Teaching & Healing, Disease Control, Health Farms & Destinations
 - Beauty / Status
 - The Symbol of Wealth
 - Baths
 - Massage
 - Luxury Secrets



Wellness Family of Resources

Holistic Health Alternatives:

Homeopathic Drugs – Alternative Medicine from Homeopathic Doctors.

Over the Counter Vitamins

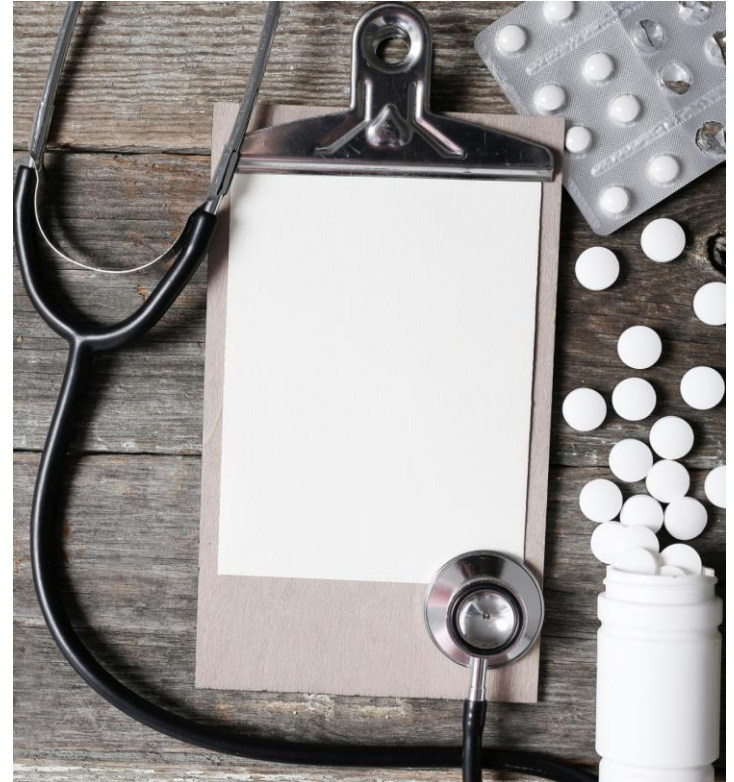
Recommended by Western Medicine Physicians, Nutritionists, including Books, Magazines, News announcements .

Extracts for Internal Consumption

Herbal Medicinal Syrups & Dissolvable Tablets Available including Medi-Spa, Health & Beauty

Topical Applications

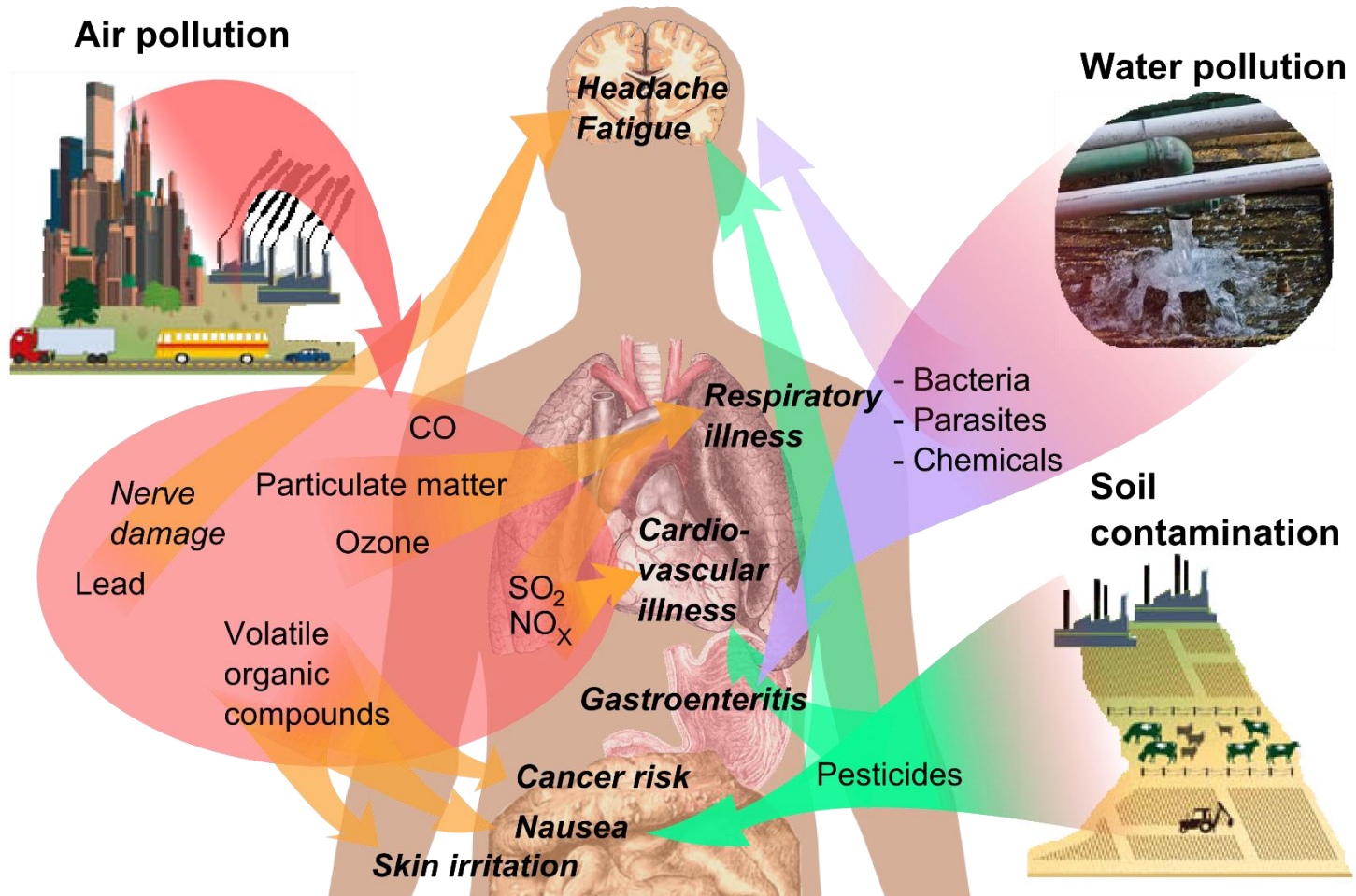
Paste, Ointment, Balms, Patches, Liquid alternatives to antibiotics & healing relief: Example Arnica for Pain & Inflammation or Herbal Stress Relief & Healing



2018 Trend

Protection and Strengthening the body and mind against the destruction of our earthly resources by Humans.

Health effects of pollution



Global Wellness 2017 Vs 2018

Self Help Services & Retail

- **Products:**
- Sleep Aid
- Anxiety Control
- Stress Headaches
- Toxin Detox
- Strength
- Endurance
- Peace of Mind
- Inspiration
- Energy
- **Extraction Biopsy Analysis for Health Evaluation!**

Protection from Environmental Pollution

- Clean Air
- Human Reproduction Changes
- Building better Minds, Bodies and Spirits.
- Education of care for Stronger Detoxified life over Image Priority
- Continuation of 2017 Self Help with an Emphasis on Preventative Wellness



What is Wellness in Day & Medical Spas & Clinics?

Treatment Services that Detox & Strengthen to aid in protection against disease and breakdown including clarifying the mind and, improving circulation and replacing nutrients lost



What is Wellness in Retail, Health Stores & Amazon ?

Products that Protect the skin from daily exposure to Pollution and Botanical Cellular ingredients that rebuild and help aid in stronger resistance to exposure.



The Beauty and Wellness Industry 2015

Word Category	Global Wellness Economy Category	Economic Worth
Products	Beauty & Anti-Aging	\$999b
Spa/salon	Spa Industry, Thermal/Mineral Springs	\$150b
Activities	Fitness & Mind-Body	\$542b
Nutrition	Healthy Eating, Nutrition & Weight Loss	\$648b
Health Care	Preventitive, Complementary Medicine	\$733b
Environment	Wellness Tourism, Wellness Lifestyle Real Estate	\$682b

Source: Global Wellness Institute/Beauty2Wellness Report



GLOBAL WELLNESS
INSTITUTE™



Your journey to Apothecary Wellness!

Identify Your Existing Wellness Services

Do they Brand Your Spa Wellness

Is Wellness a Signature Theme or an Added Value



The Foundation of Spa Apothecary Wellness

Healthy Spa LifeStyle

Organic & Natural Products

- Skin Care
- Anti-aging Naturals
- Target Cosmeceuticals

Practices to Detox & Purify

- Massage
- Body Treatment or Scrubs
- Relaxation Add-ons for Stress Relief & Muscle Tension
 - In the form of:
 - Aromatherapy Oils
 - Add-on Value treatments
 - Hot Stones



Advanced Apothecary Wellness in 2017

- Embracing Face & Body Treatments, Products & New Departments that Complete Spa Wellness
 - Wellness Consulting & Programs
 - Treatment Quality Products
 - Aromatherapy Bars
 - Salt & Herbal Dry & Hot Rooms
 - Expanding Detox & Nutrient replacement Treatments
 - Heat Pack & Linen treatments
 - Elixir Nutrition Bars





Wellness Specifics: for 2017

- Meditation Rooms
- Ice & Hot Towel amenities
- Hot Throws
- Zen & meditation Sound & music
- Crystal Therapy in Relaxation areas
- Alkaline designer water with Fresh Herbs or Crystals
- Baths



Self help is the corner stone 2017 & 2018

Apothecary Products:

- Sleep Aid
- Anxiety Control
- Stress Headaches
- Toxin Detox
- Strength
- Endurance
- Peace of Mind
- Inspiration
- Energy

**Extraction Biopsy Analysis
for Health Evaluation!**



Advanced Apothecary Wellness in 2018

- Emphasis on anti-toxin in Services and Products
 - Single organic Plant infusing in Products
 - Mushrooms for Adaptogenic properties to Improve the brain and boosting skin products
 - Aromatherapy Bars
 - Personal wellness formulas for the individual
 - Cold treatments to deploying meditation and breathwork
 - Ice Wraps and Ice toning Skin treatments.
 - Feminist self-care Emergence
 - more women want to support wellness businesses and products that tackle women's care issues and stake that claim.
 - Providing Clean are spa hub rooms.
 - Expanding Detox & Nutrient replacement Treatments that directly impact changing Hormonal issues



Advanced Apothecary Wellness in 2018

- Emphasis bridging Health and Beauty
- Skin's hidden brain over skin diseases
 - More than just dry oil but rather skin identification to healing
 - Formulas that heal!
 - Treatments using Mind Clarification to relieve stress
 - Head treatments with Crystals and Aromatherapy
 - Shirodara Oil Pouring
- The Body Strengthening
 - Aromatherapy in tea Soaked Poultice, Ginger - top Note
 - Organic Herbal Oxygen treatments using Super herb
 - Wheatgrass, Hibiscus and VC Herbs
- Power elixirs design for each service
- Exotic Salt and Clay Body Services
 - Black Salts and Tanah Clay Mixtures.



2018 The Decor



- Art
 - Hanging
 - Bed dressing
 - Menu design
- Focus
 - Feminine Strength
 - Inspirational
 - Calming Colors



Marketing Beyond the Typical

Spa Initiative

- Gathering Events:
 - Speed walking & Hot Wrap Cocooning
 - Herbal Breathing & Yoga Mobility Hour
 - Aromatherapy for the Tummy Cooking Class
 - Meditation & Crystal Mind & Body Detox Clinic
 - Wellness Boot camp



Autumn
2016

SpaPro

Best of Raw Skin Care Organic Purity

Ingredient Purity is
the top priority of
the 21st Century
Spa

Customize My Facial Please!

Clients Seek Personal Care through Custom Blending
their Skin's Needs in Facials & Home Care

Raw Skin Care

Organic

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