



HUAWEI

2020 Wellness Trend and Tribes
December 2019

Macro Trend: MICRO Wellness



Over the last few years we have seen a mass of muscle building, hardcore HIIT and boot camp fitness trends. However, these are now being shunned for a smarter, more holistic approach to wellbeing that **pays attention to the body's unique needs.**

2020 is the year of MICRO wellness: Making incremental changes to reconnect ourselves.

Taking control of their always-on lifestyles, trend-setters across Western Europe and Australia are recognising that small, smart and personalised adjustments can help optimise their energy and overall wellbeing.

This 'microdosed' approach can help people achieve realistic goals through **smarter integration of wellness 'hacks'** into their day-to-day regimes, **using technology to track their sleep, activity levels, recovery and self-care to encourage them reconnect to their health in 2020.**

"What's exciting about MICRO is that it fosters a positive change to our wellness. And in recent years we have increasingly had the technology to measure our MICRO activities effectively; like how small changes, such as taking the stairs instead of the elevator, affect us, or how long it takes to recover after exerting ourselves. Using technology, such as wearables, to support us can quickly give us a snapshot of our daily activity." Dr Frank Lipman, a pioneer and specialist in functional and integrative medicine



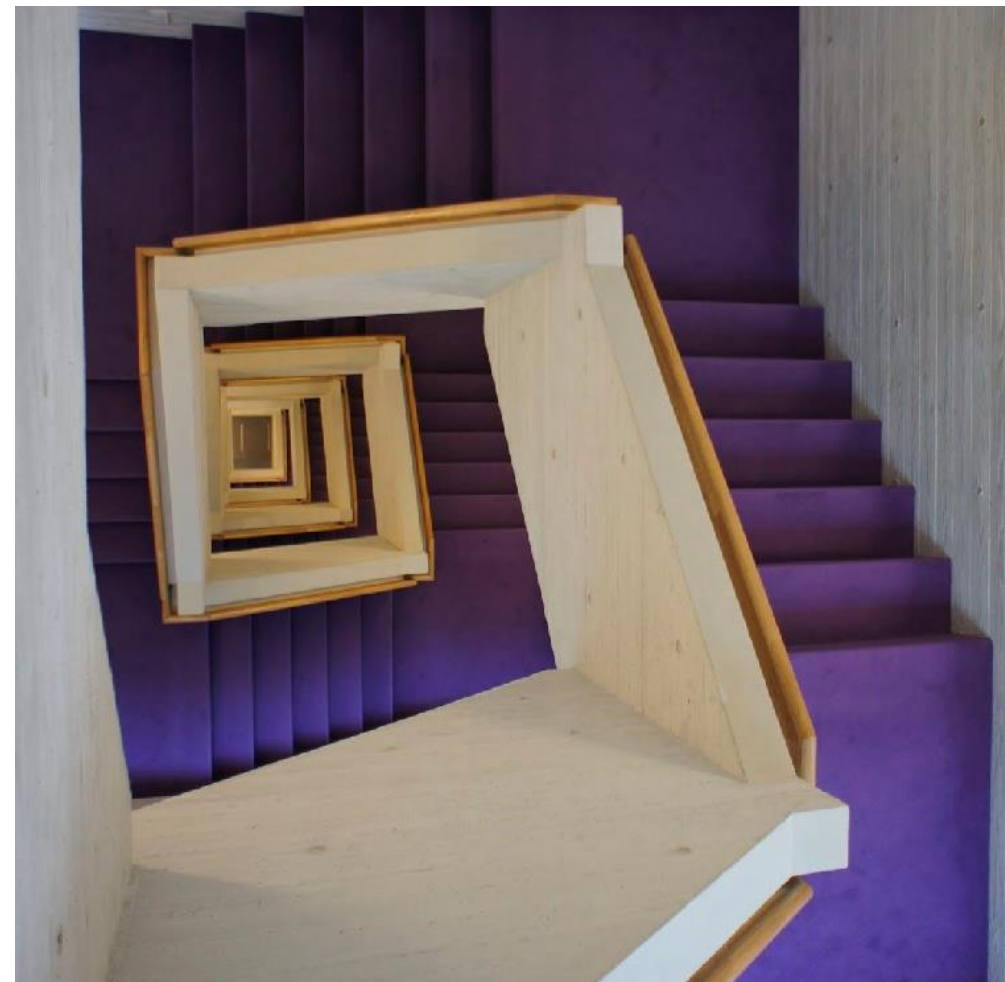
Macro Trend: MICRO Wellness



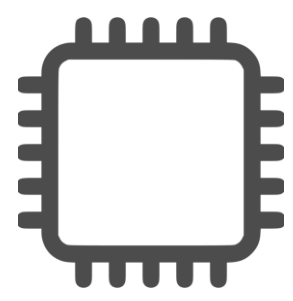
Whether it be boosting energy through regime-integrated movement ‘hacks’ such as taking the stairs, re-energising the mind by spending time in nature, or simply taking time out for rest and recovery, consumers are taking smaller steps to **ensure that their wellness regime is in sync with their own energy levels**, and easily fits into their routine.

With this move to a more balanced life, seamless technology can support this desire for simpler wellbeing; quantifying data and converting it into essential, empowering insight.

From sleep tracking to heart-rate monitoring, an **on-demand technological ‘wellness concierge’** allows the user to **adjust their regime accordingly** by detecting underlying signs of stress or tiredness, indicating a need to incorporate small doses of rest, recovery or energising activity into their day. **Data, coaching and reminders enable a powerful synchronicity** with the body’s rhythms and cycles - boosting our ability to monitor our wellbeing.



“The MICRO trend is all about getting back in touch with the way we should be living. People can quantify the effects of all of these simple lifestyle tweaks and make changes accordingly without having to go to the Doctor or sending bloods to a lab.” Dr Frank Lipman

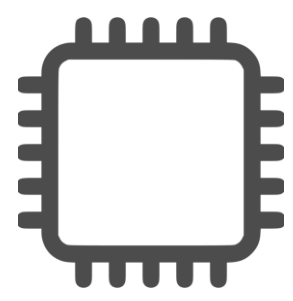


Macro Trend: MICRO Wellness

What's driving this?

Global macro trends contributing to the rise in MICRO Wellness:





Past

Fitness in recent years has **focused on high-intensity, impact-heavy activity** - from HIIT (high intensity interval training) to F45 to Crossfit. This has **led to an increase in fitness-related injuries** and an awareness of the way this activity can in fact increase the body's stress hormone, cortisol. **Consumers have begun to recognise the importance of gentler exercise.**



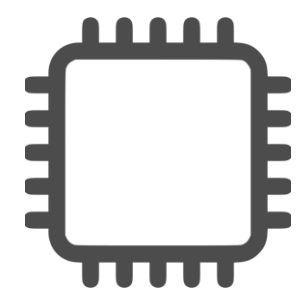
Present

While the importance of rest **is beginning to be recognised**, this is seen as an **additional pressure** in an increasing list of self-improvement requirements. **'Self-care stress out'** is affecting consumers everywhere, as **ever busier lifestyles contend with the pressure to stay fit, healthy and rested.** Consumers are at a tipping point, **ready for a new approach to wellbeing.**



Future

MICRO wellness enables a **smarter integration of movement and self-care into daily life.** Recovery is found through quick-burst, top-up solutions, or added on to fitness offerings. **Through technology, the body's individual needs and responses are monitored**, and a one-size-fits-all approach is replaced by a **personalised, manageable regime** that delivers real results.



Macro Trend: MICRO Wellness

Within MICRO wellness, there are three tribes, whose approach to lifestyle and activity will shape 2020:



1

Routine Hackers



Working smarter, not harder, this tribe seek to integrate exercise naturally and holistically into the fabric of their everyday life – using activity ‘hacks’ when needed to reach a sense of flow. Their chosen activities supercharge their ability to learn, perform and focus.



2

ReWilders



Seeking immersion in the natural world, this tribe use the great outdoors as a healing, altruistic and self-affirming alternative to sweating it out in the gym. Escapes to the wilderness give them the chance to rewild and embrace their innate connection with nature. For others, exploring pockets of greenery in the urban environment provides the same thrill as an exhilarating outdoor experience.

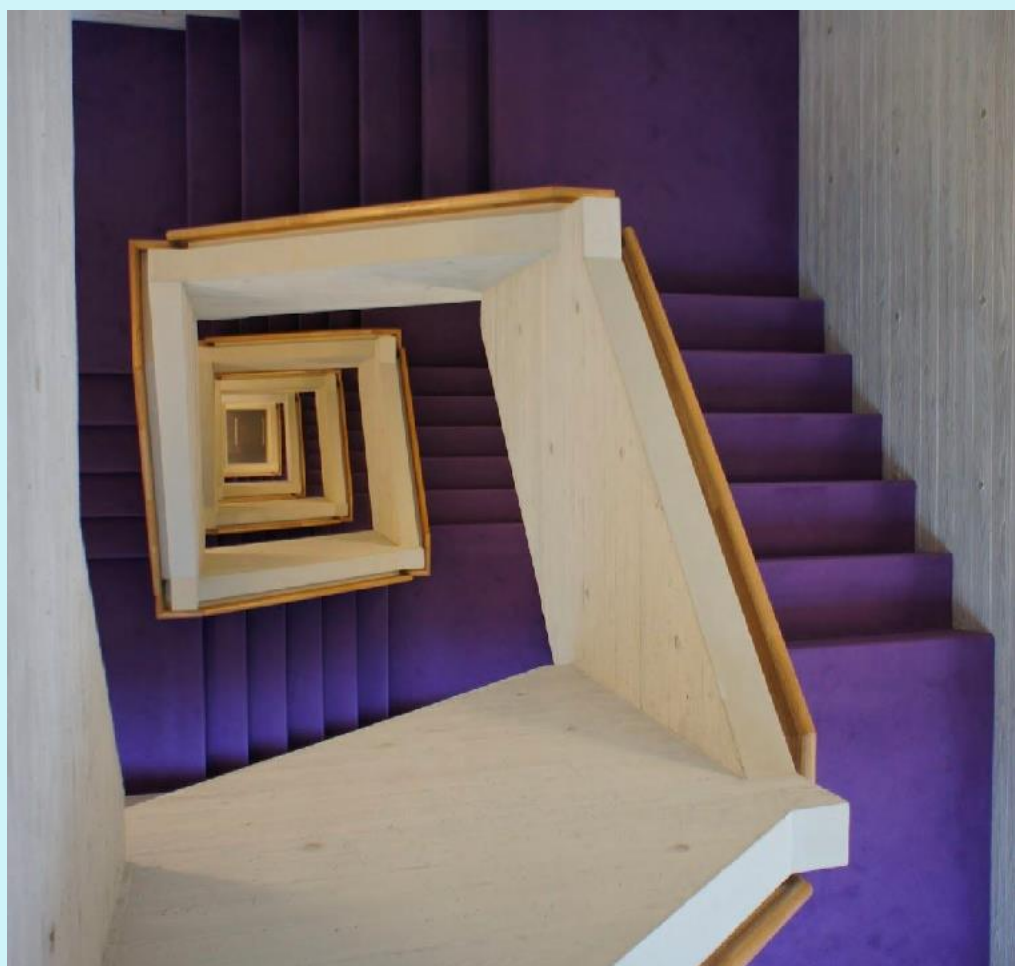
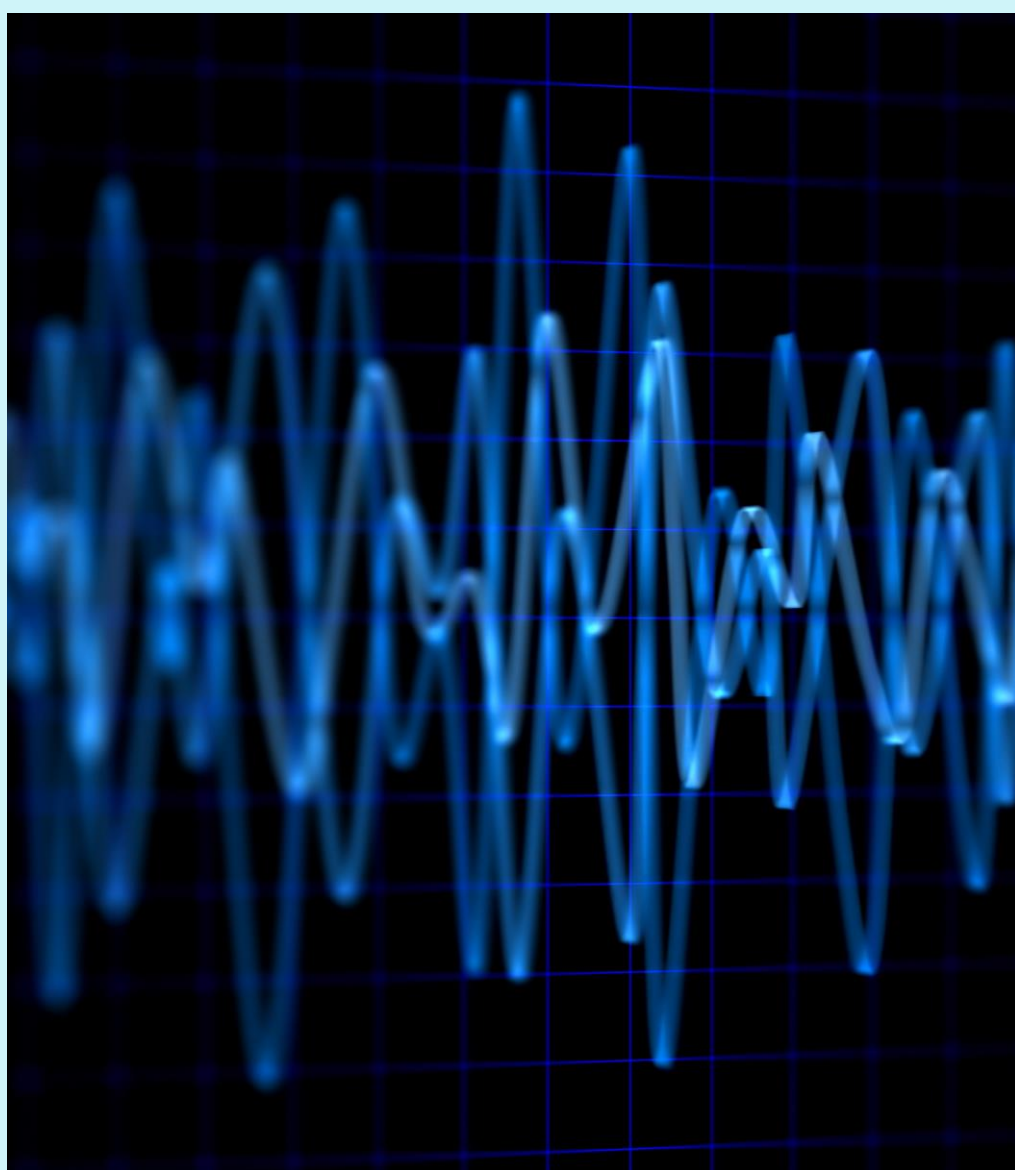


3

Recovery Seekers



Recognising the damage caused by hardcore workouts, this cortisol-conscious tribe use a sense of self-love to seek out tech-enabled restorative exercise and self-care regimes that re-set and promote serenity. To this consumer, monitoring the body's response to activity or the environment is key in ensuring peak wellness.



1

Routine Hackers



Working smarter, not harder, this tribe seek to integrate exercise naturally and holistically into the fabric of their everyday life – using activity ‘hacks’ when needed to reach a sense of flow. Their chosen activities supercharge their ability to learn, perform and focus.



5%

As little as three sessions of stair climbing per day on three days a week can increase measures of fitness by 5% over six weeks - **that's just one minute total of high intensity incidental physical activity (HIIPA) per day** (*British Journal of Sports Medicine, 2018*)



49% of HNWIs (High Net Worth Individuals) in France and 38% in the UK meditate at least once a week (*ILTM, 2019*)



64% of respondents in France and the UK would be interested in sleeping pods in public locations (*ILTM, 2019*)



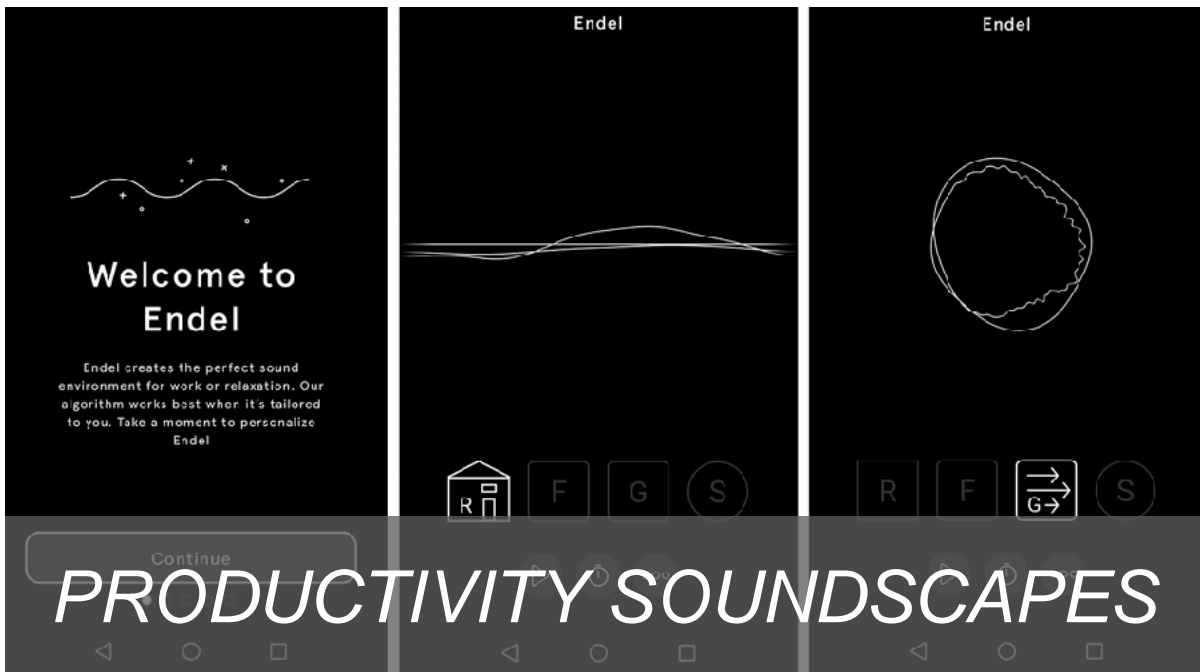
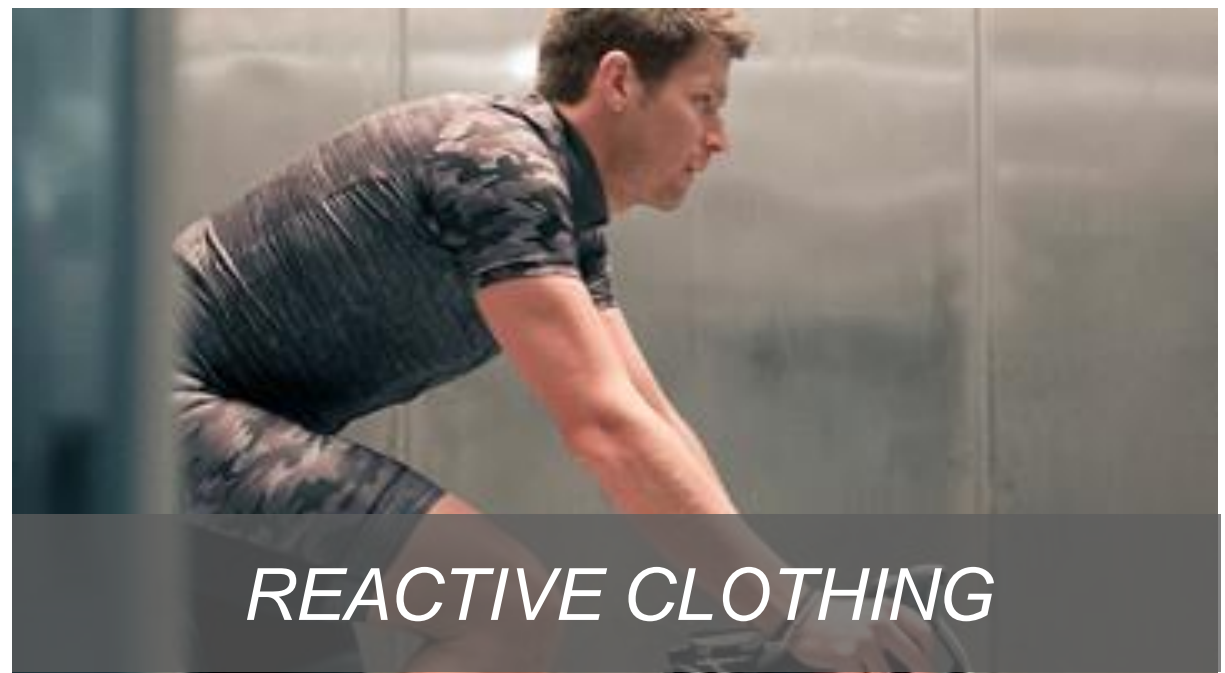
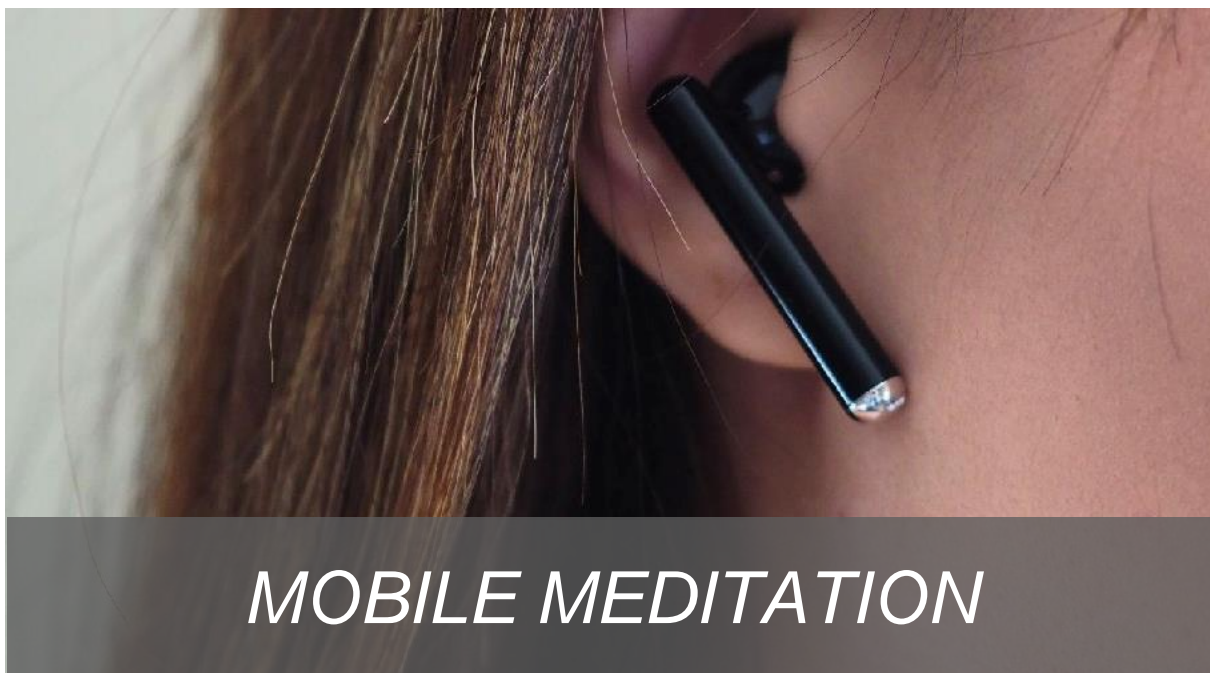
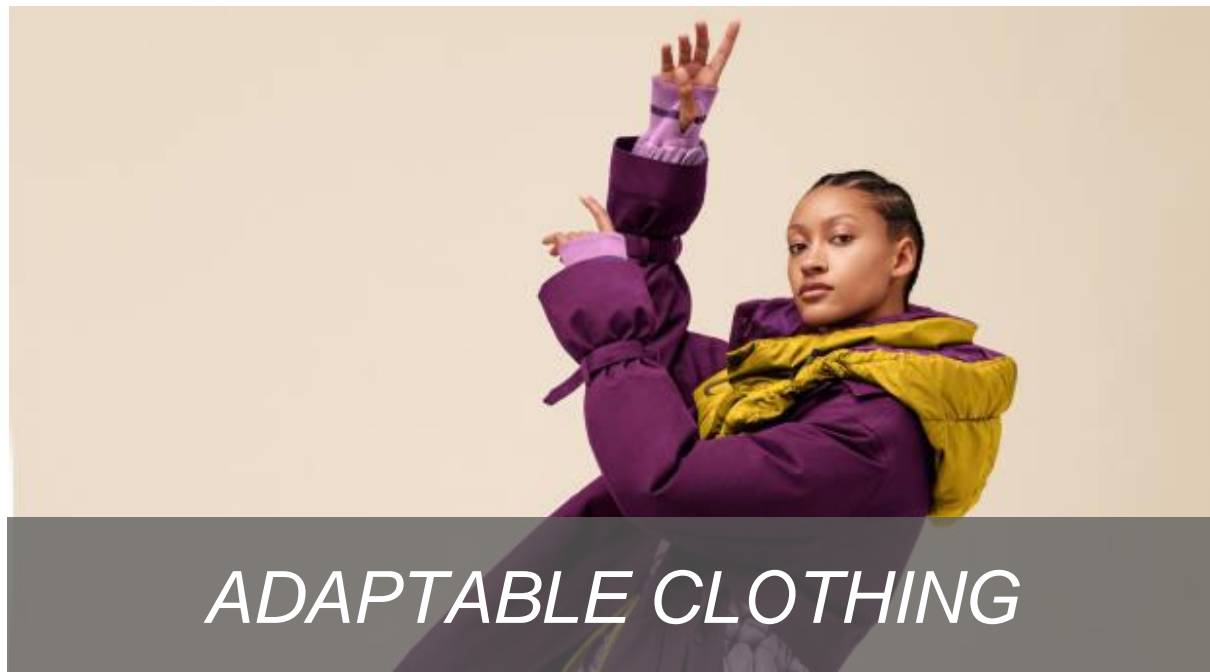
12% of Portuguese **exercise at work** (*Publico, 2018*)

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Routine Hackers

How Routine Hackers are influencing wellness

Product icon key: P30 Pro Watch GT2 Freebuds 3



1

Routine
Hackers

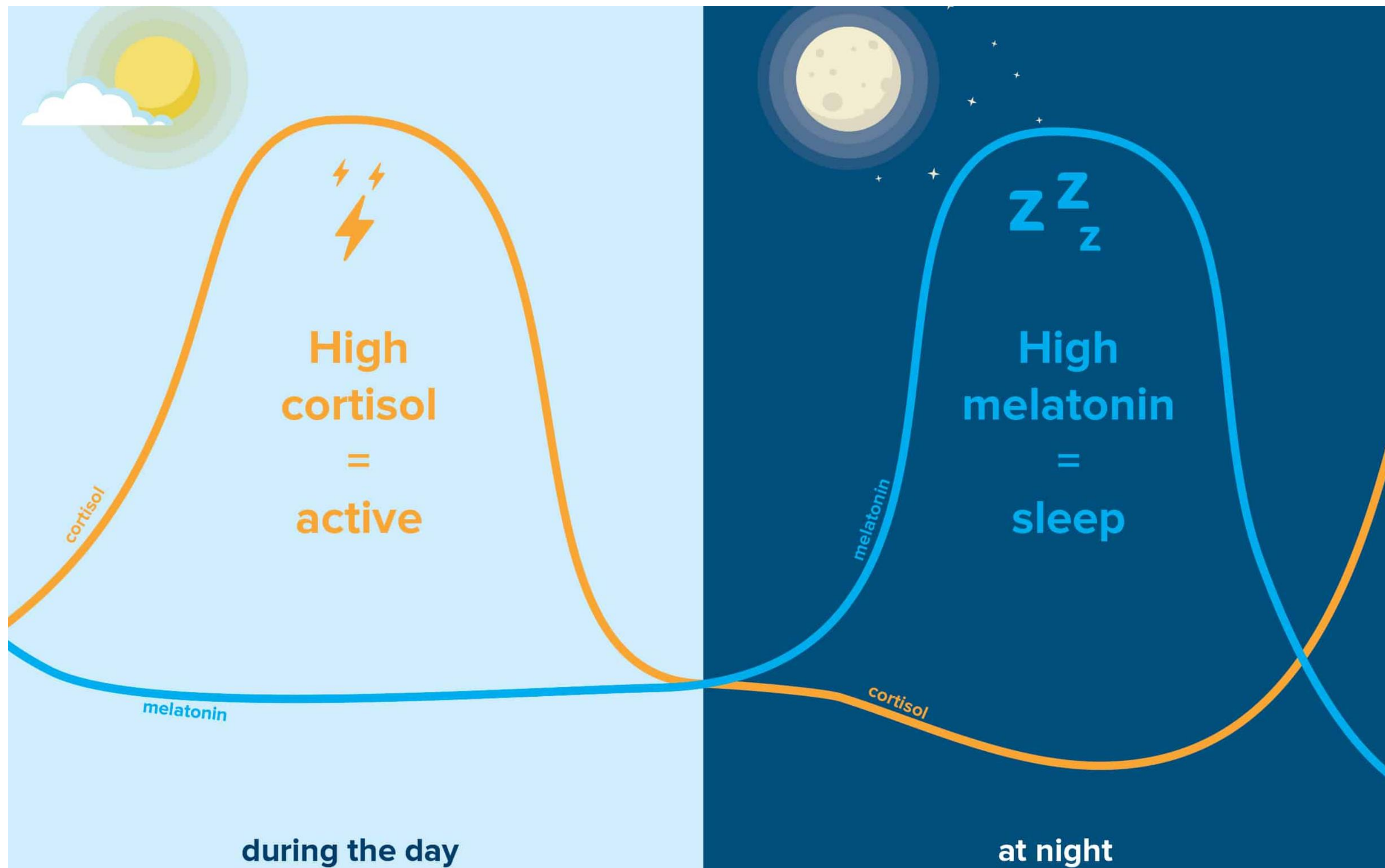
Trend in Action

HIIPA & Microdosed Movement



- High Intensity Incidental Physical Activity (HIIPA) becomes part of one's daily living and requires no sacrifice of discretionary time. Otherwise known as "exercise snacking", it might be taking the stairs at work instead of the lift or even lugging heavy shopping bags into the house in one shot.
- These sporadic bursts of exercise could have major advantages such as improvements in cardiorespiratory fitness and better capacity to exercise in general, according to research from the University of Sydney.
- The fast-track results appeal to this consumer, used to quantifying fitness data from wearables and devices alike - helping measure the impact of the smallest of activities in fitness, and improvements in recovery time.
- The HUAWEI Watch GT 2 enables users to track vitals such as heart rate, steps taken and calories burnt, helping them to measure the impact of small activities over time.

1

Routine
Hackers

Trend in Action

Circadian Rhythm Alignment

- Consumers are becoming increasingly aware of the impact of natural cycles on their health. Much is understood about the role of cortisol and melatonin in our circadian rhythm. Cortisol peaks in the morning – and correspondingly decreases melatonin levels – to awaken us from sleep. Cortisol gradually decreases over the day, reaching its lowest level in the late evening. Melatonin again begins to rise – and we go to sleep.
- A study published in The Lancet Psychiatry found that disrupted circadian rhythms can worsen cognitive abilities such as memory and attention span.
- Technology has a role to play in aiding the body in monitoring and maintaining these rhythms, with sound and lighting techniques.

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Routine
Hackers

Trend in Action *Power Napping*



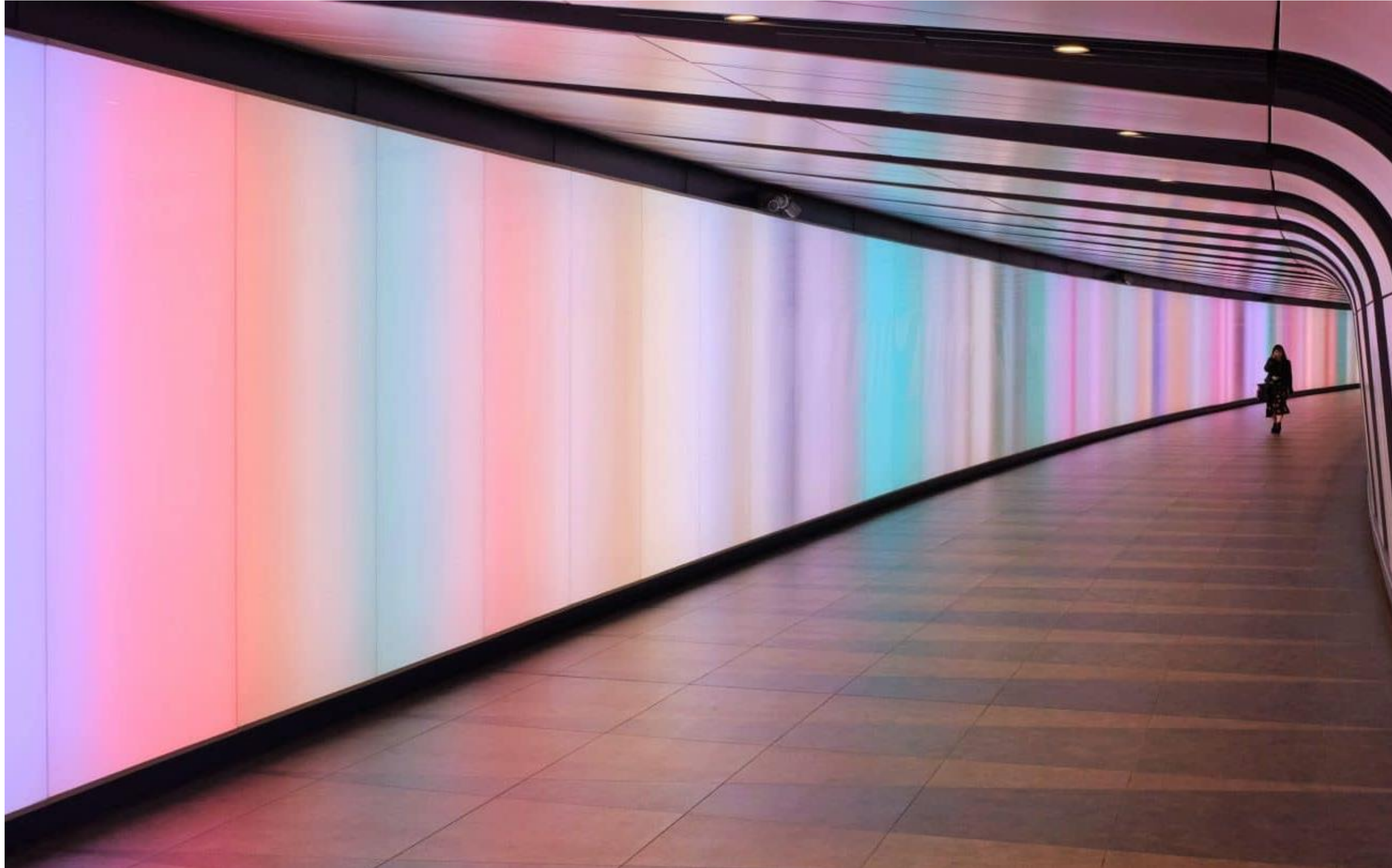
- For this tribe, sleep is a performance enhancement tool – just 20 minutes can aid memory and cognitive focus.
- Nap cafés and spas, such as Siesta & Go in Madrid, are helping these consumers integrate power napping into their daily routines. Ideally located, these spaces feature nap pods bookable by the minute/hour which facilitate drop-in sessions. Equally, companies around the world are starting to introduce sleeping pods in their offices for employees to re-charge throughout the day.
- For this consumer, technology that helps them drift off faster, or sound that re-energises upon waking, is an essential tool for cognitive recharge. On-demand monitoring provides satisfying results.
- Just as Routine Hackers see the benefit of supercharged powernaps to recharge themselves, the HUAWEI P30 Pro is able to recharge itself rapidly in that short space of time by gaining up to 70% charge in just 30 minutes.

1

Routine
Hackers

Trend in Action

Peripatetic Empowerment



- Routine Hackers see a revival of the peripatetic foot as an instrument of the mind – enabling a meditative approach to movement.
- These consumers weave walking into their lives as a form of empowerment, active curiosity, and reclaiming time - a rarer and rarer commodity.
- Sound and sight are key multi-sensory elements of this mindful experience. Technology enhances the experience in this way - audio accompanies the journey while photography captures the moment.

1

Routine
Hackers

Trend in Action *Energising Breathwork*



- Previously perceived as a relaxation-only technique, breathwork is now being looked at as an energising tool. The exercise has the capability of awakening the body whilst helping keeping a focused mind.
- Guided breathing classes are becoming increasingly available at gyms or on-demand through wearable devices. Furthermore, British wellness start-up Breathpod replaces mindful breathing with breath work sessions, involving extended periods of hardcore hyperventilation for emotional and physical release. The sessions help “individuals, group and businesses access their full potential”.
- With energy the focus for this tribe, an increased heart rate indicates they have activated adequate adrenaline.
- Pairing the HUAWEI Freebuds 3 with the HUAWEI Watch GT 2's breathing exercise modes enables users focus on meditating and destressing without external noise interrupting their relaxation.

1

**Routine
Hackers**

Trend in Action Mobile Meditation



- Meditation is not going anywhere as a trend – and it is coming to where we are, whether that be on our phone, at our workplaces, or through wearable devices.
- Thanks to the rise of tech-powered mindfulness guidance, the technique is more accessible than ever. Consumers are practicing meditation on-the-go, fluidly integrating it into the flow of their day-to-day.
- With the HUAWEI Freebuds 3's active noise cancelling capabilities, the Routine Hacker can move fluidly through all environments in perfect comfort.

1

Routine
Hackers

Trend in Action *Adaptable Clothing*



- As wellness becomes more seamlessly embedded in our daily routines, adaptable clothing that blends work and workout is becoming ever more important.
- Form follows function, with athleisure and utility wear fusing into truly practical, customisable clothing.
- Lululemon x Roksanda's collection illustrates this trend by allowing consumers to adapt its items in a number of ways, depending on their needs. The shapeshifter puffer, as depicted, can be transformed in 26 different ways.
- Technological innovation in clothing speaks to this consumer who expects technology to fit fluidly and seamlessly into their life - rather than the other way around.

1

Routine
Hackers

Trend in Action *Reactive Clothing*



- This consumer group values smart and sensory clothing that considers biofeedback, helping them track and enhance their performance.
- E-textiles can serve different purposes such as regulating body temperature, reducing wind resistance and controlling muscle vibration or body posture.
- Lululemon's secret sensory Whitespace Lab developed apparel that measures how the fabrics react to human movement. This appeals to consumers seeking control because their clothing is reacting to them.
- Tangible, quick-fix results satisfy and reward this consumer as they track their internal and external bodily changes via integrated tech tools.

1

Routine
Hackers

Focus Mode

Boosting your
productivityFocus is the most
used modeThe longest session in
this mode

1h 44m

It was mostly Clear when
this mode was playingAfternoon is your favorite
time for this mode

Close

Trend in Action

Productivity Soundscapes

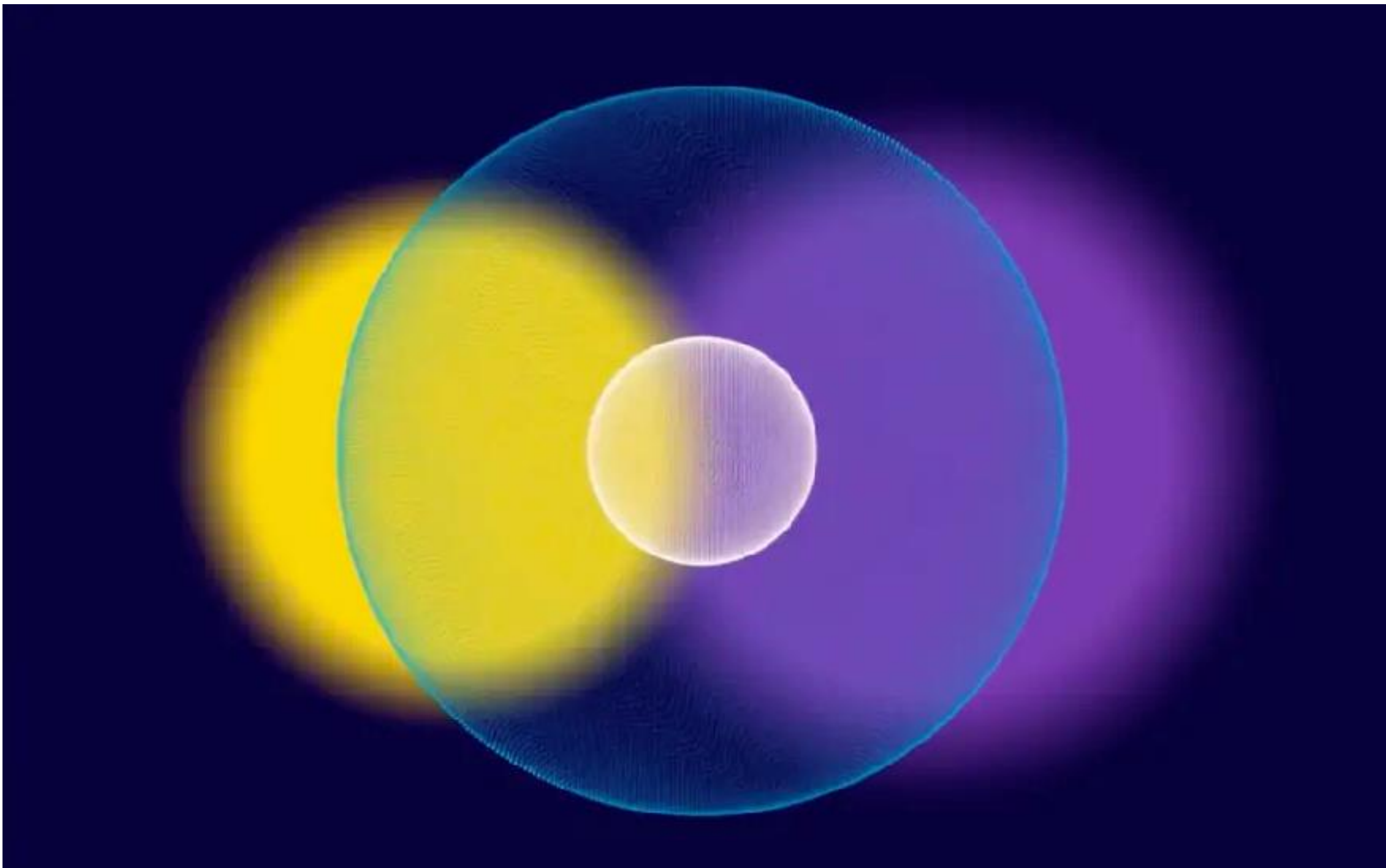
- Sound is being rediscovered as a self-optimising tool for its ability to boost productivity, creativity and focus.
- Thanks to advances in biometric data collection, bespoke soundscapes are helping consumers sync with their natural flow cycles for even better results.
- Relaxation app Endel offers algorithmically generated soundspaces including Relax, Focus, On-the-Go and Sleep.
- The adaptive sound environments combine circadian rhythms, the pentatonic scale and sound masking with personalised inputs including the time of day, weather, heart rate and location - working in sync with tracking wearables for quick-fix support.

1

Routine
Hackers

Trend in Action *Multi-Sensory Restoration*

- Immersive media beyond visual and auditory cues is being paired with neuroscience, resulting in powerful opportunities to connect with ourselves more deeply and improve our global wellbeing.
- Due to open in early 2020, Wavepaths in London will do this using neurotechnology, sound healing and light therapy.
- Consumers will increasingly look to ways their own devices can offer similar quick fix solutions on-the-go.



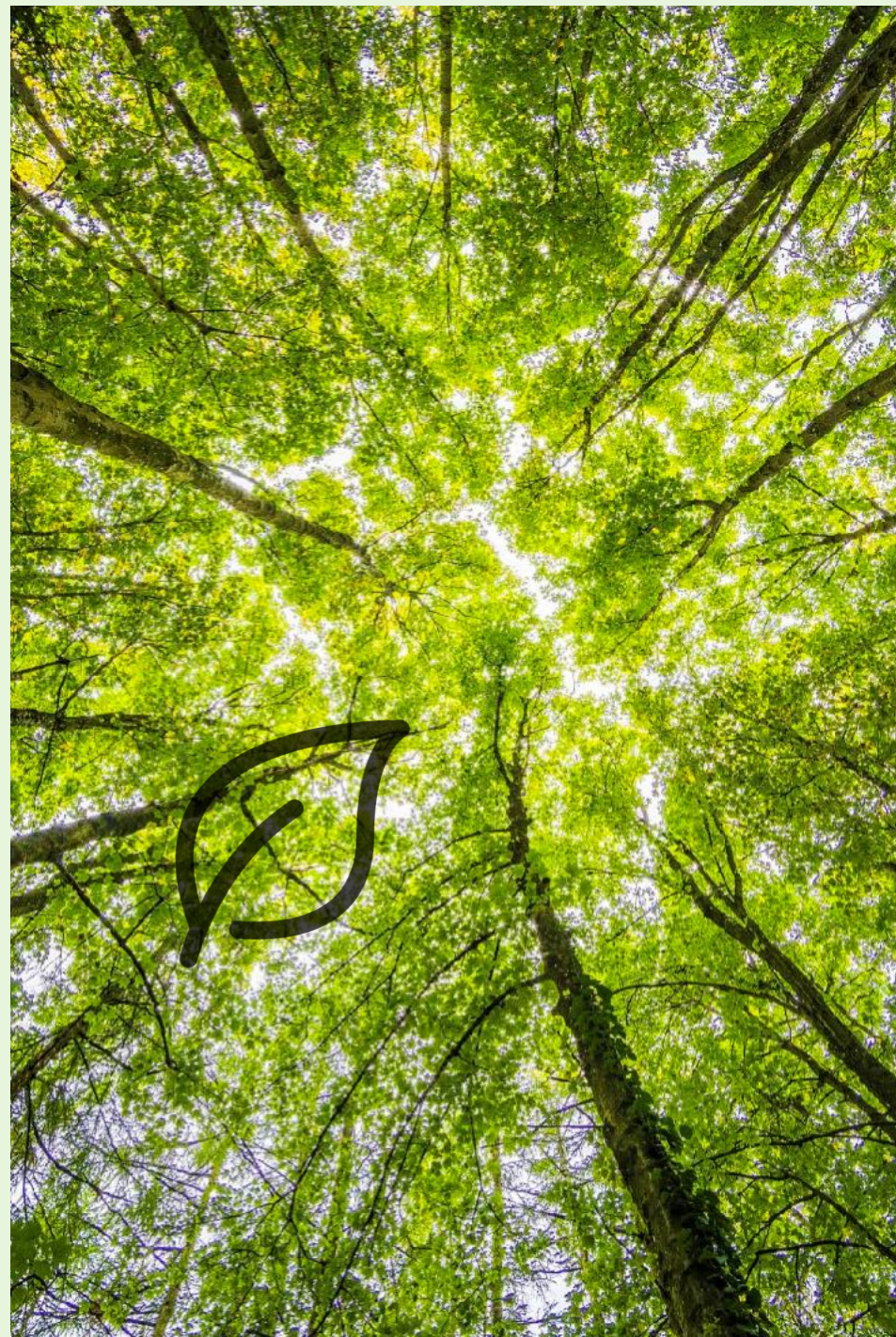
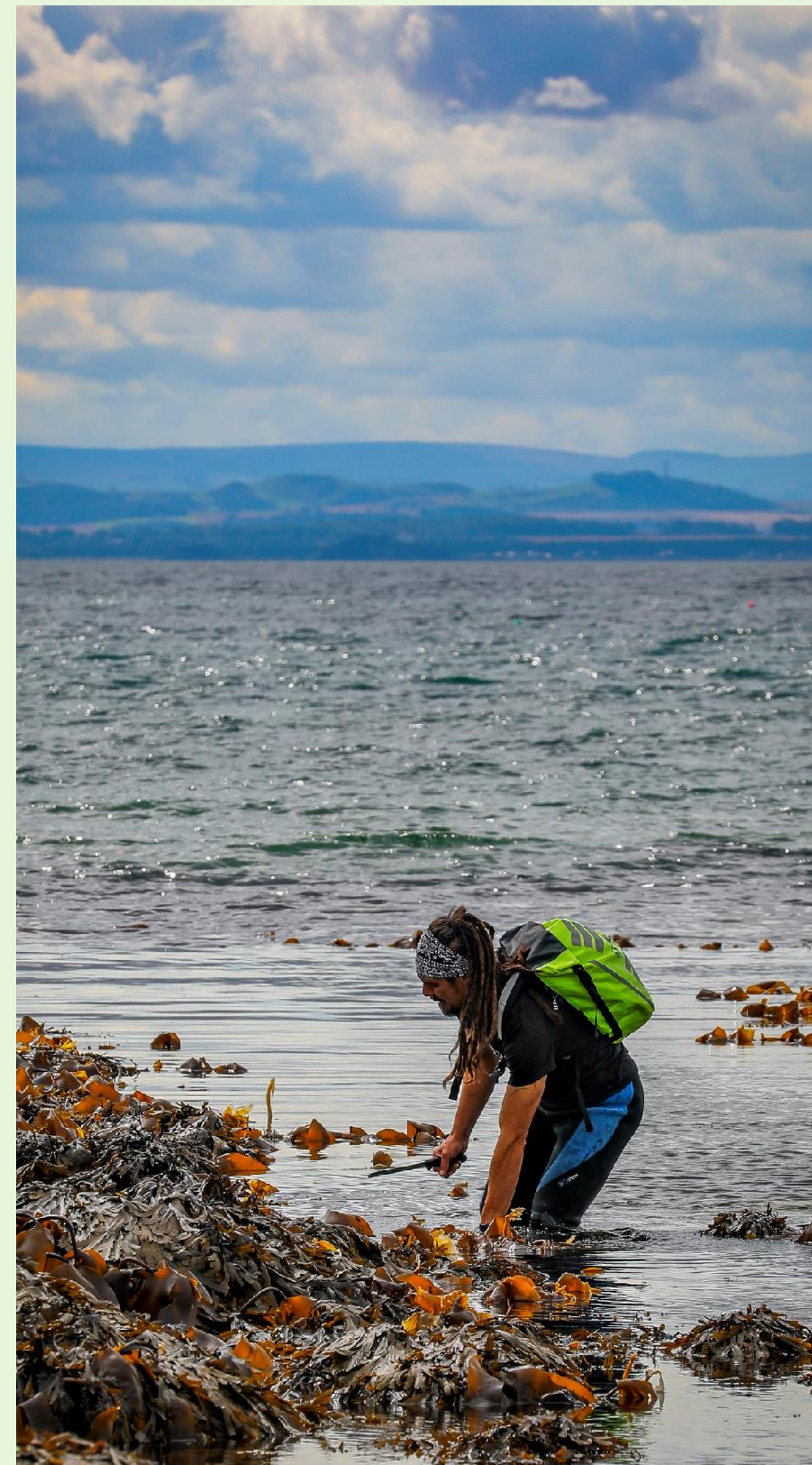
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Routine
Hackers

Trend in Action *Next-Gen Nootropics*



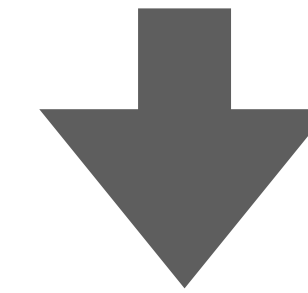
- Advanced neuroscience will enable consumers to manipulate their minds and moods through diet, tailored meditation regimes, next-gen nootropics and mind-altering substances.
- Routine Hackers will seek out products and services that build the brain's resilience against stress, pain and mental decline, and supercharge their ability to learn, perform and focus.
- Functional ingredients such as ashwagandha provide safe, natural energy kicks whilst promoting mental focus and supporting brain, joint and muscle health.
- Monitoring the results of all aspects of lifestyle, including nutrition as well as movement, is second nature to the tech-boosted Routine Hacker.



Seeking immersion in the natural world, this tribe use the great outdoors as a healing, altruistic and self-affirming alternative to sweating it out in the gym. Escapes to the wilderness give them the chance to rewild and embrace their innate connection with nature. For others, exploring pockets of greenery in the urban environment provides the same thrill as an exhilarating outdoor experience.

64%

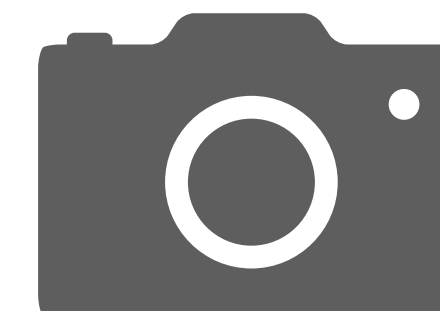
20 minutes in an urban park can raise subjective wellbeing by 64%. Results indicated a significant improvement in subjective wellbeing, affect, and life satisfaction scores before and after their visit. *(University of Alabama, 2019)*



Research has found that **exposure to green space significantly reduces people's levels of salivary cortisol - a physiological marker of stress.** *(University of East Anglia, 2018)*

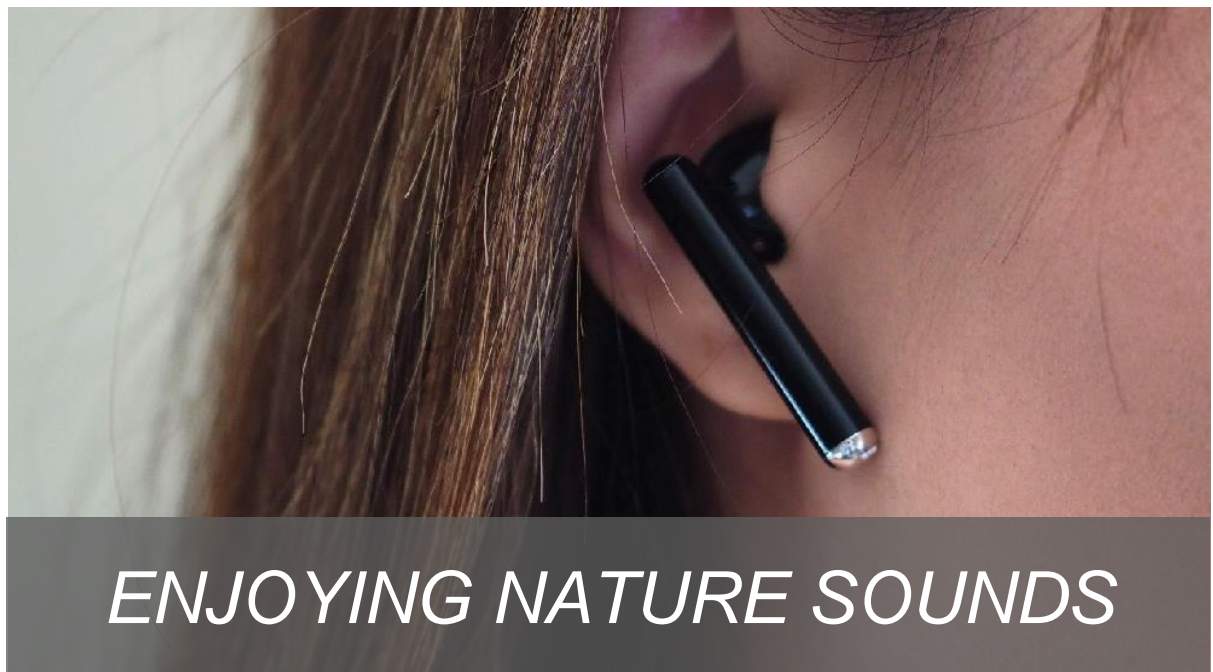


Listening to woodland sounds reduces feelings of stress and anxiety by over a fifth. Birdsong is the favourite sound for British adults, with almost 40% stating that **hearing their favourite woodland sounds makes them happy.** *(National Trust, 2019)*



#Nature currently has **473 million** posts on Instagram.

How ReWilders are influencing wellness





Trend in Action Nature Prescriptions



- A growing number of studies showing the positive correlation between nature and health are driving “nature prescriptions” to become medicinal aid.
 - Last year, birdwatching, rambling and beach walks were prescribed by doctors in Scotland to help treat chronic and debilitating illnesses. These nature prescriptions were given out by more than 10 GP surgeries for those with problems such as heart disease and stress. With such intangible prescriptions making their way into mainstream healthcare, technology can assist in making the results more trackable.
 - In Portugal, pediatricians are prescribing outdoor playtime to children, to combat problems such as obesity or attention disorders.
- With an in-built stress monitoring functionality, HUAWEI TruRelax, the HUAWEI Watch GT 2 helps users monitor their body’s responses to different environments and activities for optimum health. Plus, the two week battery life will power through even the longest of walks.



- Forest bathing is a practice that was researched and incorporated into a national health programme in Japan in the 1980s, but it is beginning to gain traction in Europe as people learn more about the benefits of spending time in green space.
- Portugal now has its own institute of forest bathing, Instituto de Banhos de Floresta, which organises bathing walks and workshops.
- This practice is often community-oriented and treated as a way to unplug and connect in meaningful ways. It is said to reduce stress and promote a therapeutic sense of wellbeing.



- There is a growing understanding that getting a little dirty is actually a good thing. This awareness is based on the premise that over-sterile environments hinder rather than help build immunity (Collective Evolution, 2017), and that outdoors lifestyles are especially beneficial when we are in contact with the soil's own microbiome.
- A strain of bacterium in soil, *mycobacterium vaccae*, has been found to trigger the release of serotonin, which in turn elevates mood and decreases anxiety. Tech-boosted ReWilders will delight in tracking the subtle effects on the body through features such as heart-rate monitoring.



Trend in Action

Trail Running



- The growing understanding of soil's impact on our holistic health is driving consumers to practice natural trail running, for its benefits over and above fitness.
- Trail running strengthens the body to a greater degree than road running. It also challenges coordination, agility and balance more than running on roads, especially when on uneven terrains.
- These physical benefits, combined with its mental and emotional positive side effects is seeing trails such as Camino de Santiago in Spain grow in popularity.
- As these off-grid explorers negotiate unknown terrain, GPS tracking becomes an essential support, and audio entertainment a motivating companion.
- Supporting 16 different workouts, whether they are a fan of climbing, hiking, trail running or even open water swimming the HUAWEI Watch GT 2 has built-in sensors to be able to track and evaluate even the most adventurous Rewilder's dream.

2

ReWilders



Trend in Action

Observing Natural Patterns



- As it becomes increasingly endangered, consumers are all the more engrossed in the beauty of nature. Its patterns, shapes and surfaces continue to fascinate consumers and foster enthusiasm for the outdoors.
- This group is observing, exploring and discovering natural environments with a renewed and more considered admiration.
- Nature photography is seeing a resurgence, as consumers enjoy improvements in on-the-go photographic technology. #Nature currently has 437 million posts on Instagram.
- ReWilders will love taking advantage of the HUAWEI P30 Pro's superzoom lens for close-ups of the detailed beauty of nature or even the superb low-light photography capabilities, to capture amazing images.



- Due to a growing consumer interest in food provenance, foraging is enjoying renewed popularity. Eager consumers are foraging in the ground for wild food resources, on land and by the sea, capturing the beauty of their results to share with peers on social media.
- When harvested sensitively, wild food gathering can be of great benefit to the environment as well as to our health, due to the fact that it rules out commercially-produced foods that require land, fuel and other toxic inputs.
- Sustainable harvest groups are emerging to forage coastlines for plants, seaweeds, shellfish and crustaceans. It is praised for being a relaxing experience, equally nourishing to the body and the mind.



- When the outdoors are not within reach, indoor nature experiences are being recreated in public spaces for their air purifying qualities. They are also believed to improve mood, reduce stress levels, blood pressure and fatigue - all factors our connected ReWilders monitor via tech tools. The Leman Locke hotel in London, for example, now includes a room with biophilic design to leave busy travellers feeling invigorated.
- At home, indoor plant sales are booming as urban Millennials, particularly, strive to find ways to reconnect with nature. Online plant store Patch claims 67% of Londoners bought a houseplant in the last 12 months – and the number rises by 10% for 25-34-year olds (The Guardian, 2019).



Trend in Action *Enjoying Nature Sounds*



- Busy, urban lifestyles are often an impediment to being outdoors, and so consumers are finding ways of connecting to nature no matter where they are, with technology helping them connect to nature while on-the-go.
- A new mental chronometry study commissioned by the National Trust explored how soaking up the sounds of the natural world affects people. In the tests, nature sounds reduced feelings of stress and anxiety by over a fifth.
- The study found that woodland sounds such as birdsongs, running streams, wind rustling tree leaves, snapping twigs and animal noises can improve mood and help consumers recover from everyday psychological stress.
- With active noise cancelling technology, HUAWEI Freebuds 3 are perfect for listening to the soothing sounds of nature on the go.

Trend in Action *Urban Farm Eat/Work Hybrids*



- Consumers are effectively utilising small amounts of urban space to grow their own produce. Urban farms cater to residential areas and allow their surrounding residents to consume food more sustainably.
- These spaces often act as hubs of community activity and knowledge exchange, fostering a sense of solidarity whilst fighting isolation.
- Urban farms - successfully implemented in cities from London to Paris - are slowly becoming event and social spaces, where urban workers can dwell and disconnect by farming whenever a work-pause is needed.
- These are modern, urban solutions that generate sustainable food sources and community spaces all in one.



Trend in Action

Simulated Natural Power



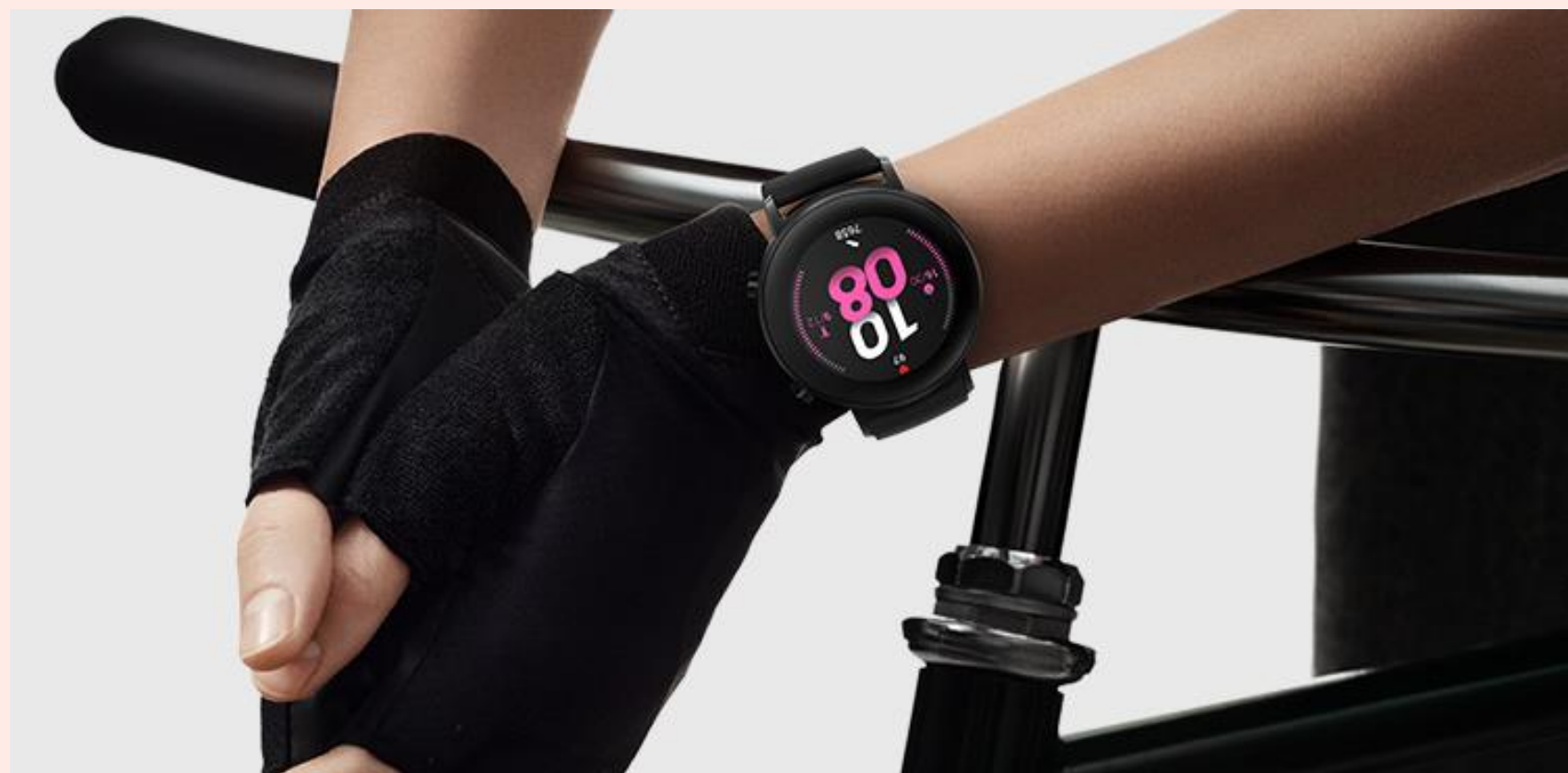
- Consumers are looking for ways to recreate nature's power when they cannot physically experience it.
- From inland wave pools to dry ski slopes, activities that bring the outside are increasingly sought-after.
- Urban wave parks have been opened in Bristol in the UK and Milan in Italy. In 2023, London will become the first capital city in the world to offer an inland wave pool.
- Tech-enhanced simulations like these appeal to modern urbanites eager for new ways to experience nature's power. The ability to monitor the effects of this mindful activity - from heart rate to energy burned - empower the ReWilder.
- Whether surfing or skiing, adrenaline junkies can check their heart-rate using the HUAWEI Watch GT 2's TruSeen 3.5 heart rate monitoring technology.



- Ethically minded consumers are turning practical activities such as planting trees, sowing meadows and establishing wildlife ponds into outdoor exercise.
- Green Gyms allow consumers to “exercise to make a difference”, empowering them to stay physically active whilst improving their local environment. The priority is still on health and fitness, as participants warm up and cool down in preparation for the activities done.
- Tying back to “Nature Prescriptions”, Green Gym sessions are now being prescribed by GPs in England for their physical, mental and social benefits. Connected Re-Wilders enjoy monitoring these tangible results through personal data tracking.



- #TrashTagging is a social media trend encouraging teens to pick up litter and post about it on their profiles.
- Heavily influenced by viral online challenges, teens all over the world have posted photos and videos to Instagram, Twitter and Facebook showing themselves cleaning up beaches, parks, schools, streets and more.
- On Instagram alone, the hashtag has been used in over 141,000 posts, as well as being shared 333,000 times on Facebook.

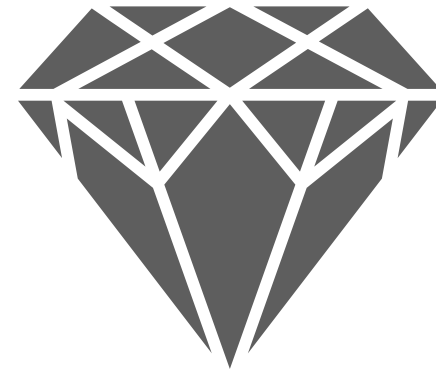


3

Recovery Seekers



Recognising the damage caused by hardcore workouts, this cortisol-conscious tribe use a sense of self-love to seek out tech-enabled restorative exercise and self-care regimes that re-set and promote serenity. To this consumer, monitoring the body's response to activity or the environment is key in ensuring peak wellness.



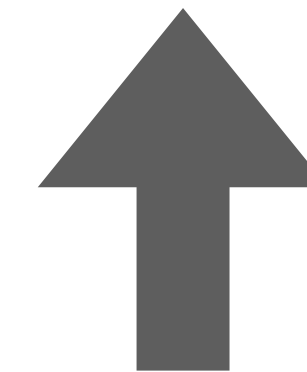
Rejuvenation is key in the workout experiences of 66% of Gen Z and Millennials. (*Les Mills, 2019*)



Global consumers see personal **health and physical well-being** as the **greatest source of happiness.** (*Ipsos, 2019*)



77% of adults globally **recognise that sleep has an impact on health.**
67% listen to soothing music to help them drift off. *(Philips, 2019)*



Globally, the number of people **joining restorative classes** jumped 16% between 2017 and 2018. (ACSM, 2018)



3

Recovery
Seekers

Trend in Action

Recovery-Focused Studios



- Today, consumers are no longer seeing recovery as a post-workout after thought. Recovery-focused studios are emerging and offering treatments to restore and improve body function, such as cryotherapy and infrared drainage.
- Self-monitoring technology is allowing these spaces to better tailor sessions to individual needs, as well as providing on-going feedback.
- Recovery-focused studio Shelter in Sydney is a space with a focus on post-workout recovery. The space includes a juice bar, traditional and infrared saunas.

3

Recovery
Seekers

Trend in Action *Rejuvenating Escapes*



- As they build recovery into all aspects of life, this consumer group is opting to travel in order to recharge and respite from day-to-day life, as opposed to choosing adventurous, fun-packed destinations. From cell-rejuvenation detox programs to luxury yoga retreats, all-inclusive packages are emerging to even push aside the stress from having to organise a trip.
- Virgin's new Millennial-targeted "Vitamin Sea" cruise, for example, facilitates self-care by offering complimentary fitness, yoga and meditation classes as well as a spa with quartz beds, hydrotherapy, mud and salt and cold-plunge pools.
- While away, this cohort uses technology as a helpful companion - choosing seamless interpretations that allow them to remain in tune with the body.

3

Recovery
Seekers

Trend in Action *Stretch Studios*



- Amid cycling clubs, HIIT studios, and rowing gyms, a gentler form of group fitness is emerging: the stretch studio.
- These flexibility-focused gyms are popping up worldwide, offering visitors professional guidance on this previously neglected component of fitness. Both dynamic and static stretching are gaining traction, to help increase consumers' range of motion and mobility.
- In Australia, Stretch Studios is leading the industry with its one-on-one assisted stretching concept, through which visitors receive customised stretching treatment plans according to their needs.
- On-demand wearable device coaching enables a similar focus for a micro-stretch routine - anytime, anywhere.

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Recovery
Seekers

Trend in Action *Heart-Rate Health*

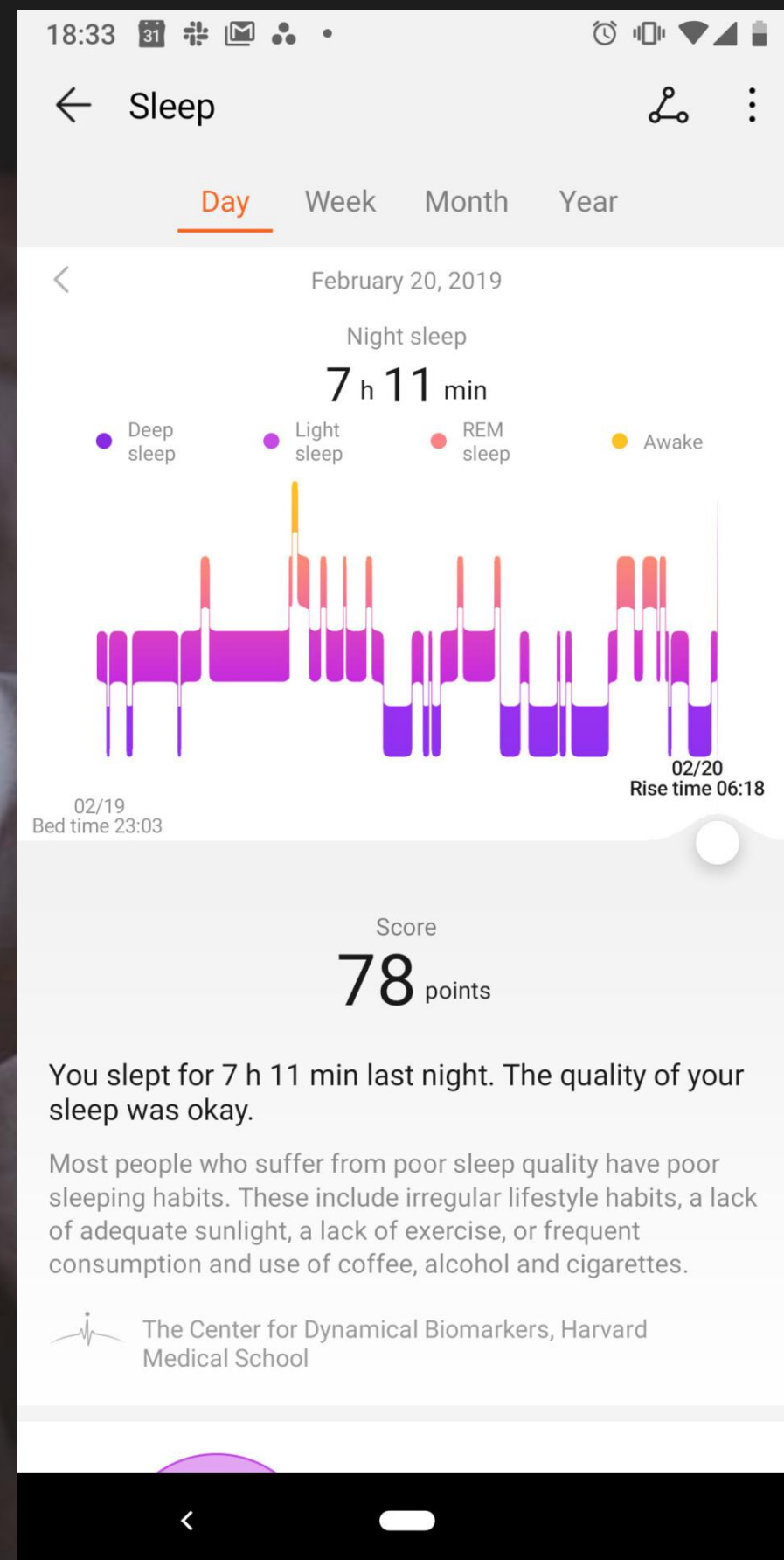


- When this tribe exercise, they are hyper-aware of changes in their body, and use heart-rate tracking to ensure peak wellness. Their focus is on increasing fitness levels to aid in a healthier resting heart rate (RHR).
- Heart rate increases during exercise, and stress or other environmental variables can also increase it. It slows when we are calm, sleeping and not moving the body. A lower RHR may be associated with a lowered risks for cardiovascular disease and even lowered overall mortality.
- As the body adapts to exercise, the heart should grow stronger, meaning that the beating of the heart becomes more efficient. This can translate to a lowered RHR.
- Post exercise, TruSeen 3.5 heart rate monitoring technology in the HUAWEI Watch GT 2 accurately tracks heart rate, so it can be closely monitored to ensure gentler exercise habits, whilst informing users of their resting heart rate and optimum recovery time between sessions.

3

Recovery
Seekers

Trend in Action Sleep Hygiene



- Nearly half of all UK adults, and around a third of Australians, get less than seven hours of sleep per night (BNF/YouGov Australia, 2019), with only one in seven Australians sleeping through the night. As a result, sleep quality is becoming as important as sleep quantity.
- More and more aware of the recovery benefits of a good night's sleep, consumers are turning to technology for bedtime guidance.
- Sophisticated wearables help them determine and maintain sleeping routines that suit their daily rhythms, as well as measuring their sleep quality through the night to help them understand the patterns behind the good and the bad nights.
- The HUAWEI Watch GT 2's TruSleep 2.0 technology allows Recovery Seekers to see, judge and improve the quality of their nightly sleep, providing knowledge that not only informs, but empowers them.

3

Recovery
Seekers

Trend in Action *Cell-Repairing Skincare*

- Many consumers are placing greater emphasis on taking care of their skin as a part of their holistic wellbeing routines. After working out, skin recovery is essential too.
- Brands are devising ways to help consumers achieve this – Face Gym, for example, has launched motion-activated ‘Training Sticks’ triggered by sweat. Spheres of plant stem cell actives are released into the skin during different stages of the workout, offering more detoxification, regeneration and glow-inducing benefits the harder the workout.
- Similarly, Pretty Athletic's antioxidant-rich ‘Recovery Boost: Cell Repair Serum’ aims to restore the skin barrier after workout-induced stress.

3

Recovery
Seekers

Trend in Action

Nutri-Hacks



- For complete detoxification, this consumer group is turning to Vitamin IV drips – intravenous, bespoke cocktails of nutrients that support and rejuvenate their individual immune systems.
- These quick and effective infusions of vitamins, minerals and aminos are becoming a go-to way to recharge the body, particularly as clinics, spas and hotels start to incorporate the service in their offering. IVs tackle everything from hydration to jet lag, hangovers, stress, migraines, pre- and post-op recovery.
- In the UK, the Soho House Group has launched The Elixir Clinic at their open house, The Ned, where visitors can get personalised drip treatments.

3

Recovery Seekers



- This cortisol-conscious consumer group is aware that the body needs time to rest so it can repair itself properly. Without these breaks, the body is in a constant state of stress which ultimately slows the metabolism.
- Active recovery workouts are designed for the days in-between more intense workouts, commonly known as 'rest days'. They emerge as a solution for pausing without being sedentary.
- These usually involve low to moderate intensity activities, such as walking a few miles or taking a gentle yoga class.
- Coaching plans on wearable devices helps these consumers devise weekly training plans that include rest days where gentle exercise, stretching and breathwork are prioritised.
- The HUAWEI Watch GT 2 offers voice guidance during workouts, keeping you motivated and helping you achieve your goals in 2020.

3

Recovery
Seekers

Trend in Action *Animal Flow Workouts*



- Similarly, animal flow workouts are ground-based workout programs that require less energy than weight training, HIIT or kettlebells.
- These exercises improve flexibility, mobility and coordination instead, reducing the stress load on the body and helping consumers connect to their inner animal. The wider aim is to help practitioners gain more body awareness. This appeals to the Recovery Seeker, who uses technological monitoring to gain more body awareness themselves.
- The bodyweight-based workouts include activations that “wake up the body”, full body stretches, wrist mobilisations and locomotion movements. They look like a combination of gymnastics, yoga and breakdancing.

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Recovery
Seekers

Trend in Action

Post Workout Add-Ons



- Recovery therapies are being offered as post-workout add-ons – making them more convenient and accessible. These 2 in 1 classes or services help consumers seamlessly embed therapeutic practices into their workout routines, giving the body a chance to recharge straight after exercise.
- The Yin & Pins class in Sydney, Australia offers yoga sessions followed by acupuncture, so that visitors fully let go of stress and tightness. The yoga class relaxes the muscles and clears the mind, which helps visitors achieve a more restful and healing acupuncture session afterwards.
- These quick-fix, micro offerings are in line with the Recovery Seekers' desire to monitor the results of small activities undertaken.

3

Recovery
Seekers

Trend in Action

Collective Acupuncture

- Group rejuvenation sessions are emerging as an exciting new restorative space. Collective therapies allow studios and spas to be more cost effective as they can see multiple patients at the same time.
- Acupuncture Collective in Australia invites consumers to a comfortable group setting to “balance, relax, restore”
- Acupuncture is an ancient system of healing believed to not just cure illnesses but to help prevent them also. From hormonal issues to migraines, it is said to have restorative powers that can fight against chronic conditions.
- In group, or busy scenarios like these, tech tools such as noise cancelling headphones can aid in gaining serenity anywhere, anytime.

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Recovery
Seekers



Trend in Action *Salt Room Therapy*



- Salt room therapy, also known as halotherapy, is an ancient practice deriving from the Greeks.
- In these rooms, visitors inhale dry salt to promote better breathing, healthier skin, sounder sleep, improved physical endurance and overall wellness. As salt is naturally antiseptic, it also helps cure inflammations. These benefits are being rediscovered as modern spas start incorporating salt rooms.
- Therapy sessions can last just 25 minutes and can ultimately stabilise mood, decrease stress and offer continuous healing. Teaming ancient therapies such as these with modern, tech-boosted monitoring of their results encapsulates the Recovery Seeking consumer of 2020.
- With an in-built stress monitoring functionality, HUAWEI TruRelax, the HUAWEI Watch GT 2 can help Recovery Seekers monitor their body's responses to different environments and activities for optimum health.

3

Recovery
Seekers

Trend in Action Soundbaths



- Opportunities to offer therapy through silence and relaxing soundscapes will emerge as younger generations feel the mental weight of urban lives.
- Soundbaths are reappearing as a revived channel of self-exploration and improvement. Both sound and gong baths offer a compilation of frequencies designed to align the body and stimulate deep relaxation. This therapeutic exercise slows brain waves and helps consumers re-focus and re-centre as they enter a meditative state.
- Modern consumers are looking to technology to facilitate meditative sound escapes anywhere and anytime - with audio relaxation offering a micro sound-break in the busiest of scenarios.
- Wherever you are, create moments of calm by listening to music using the HUAWEI Freebuds 3, which have been specifically engineered for maximum comfort and to feel almost invisible in the ears. The HUAWEI Watch GT 2 can store up to 500 songs, so you'll always have your favourite relaxing tracks at your fingertips.

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Recovery
Seekers



Trend in Action *Lucid Dreaming*



- With an enhanced desire for introspection, consumers are seeking opportunities to access their subconscious as a source for greater meaning, creativity and self-care.
- Lucid dreaming allows us to explore and control aspects of our dreams while in a semi-conscious state. The technique can help with overcoming fears and post-traumatic stress disorders, thus emerging as an untapped healing method.
- Technology advancements are facilitating techniques such as these, as device monitoring allows consumers to become more aware of the various states of rest, such as REM and non-REM sleep cycles.
- HUAWEI TruSleep™ 2.0 on the HUAWEI WATCH GT 2 identifies common sleep related issues and provides more than 200 potential suggestions to help you sleep better.

Thank you