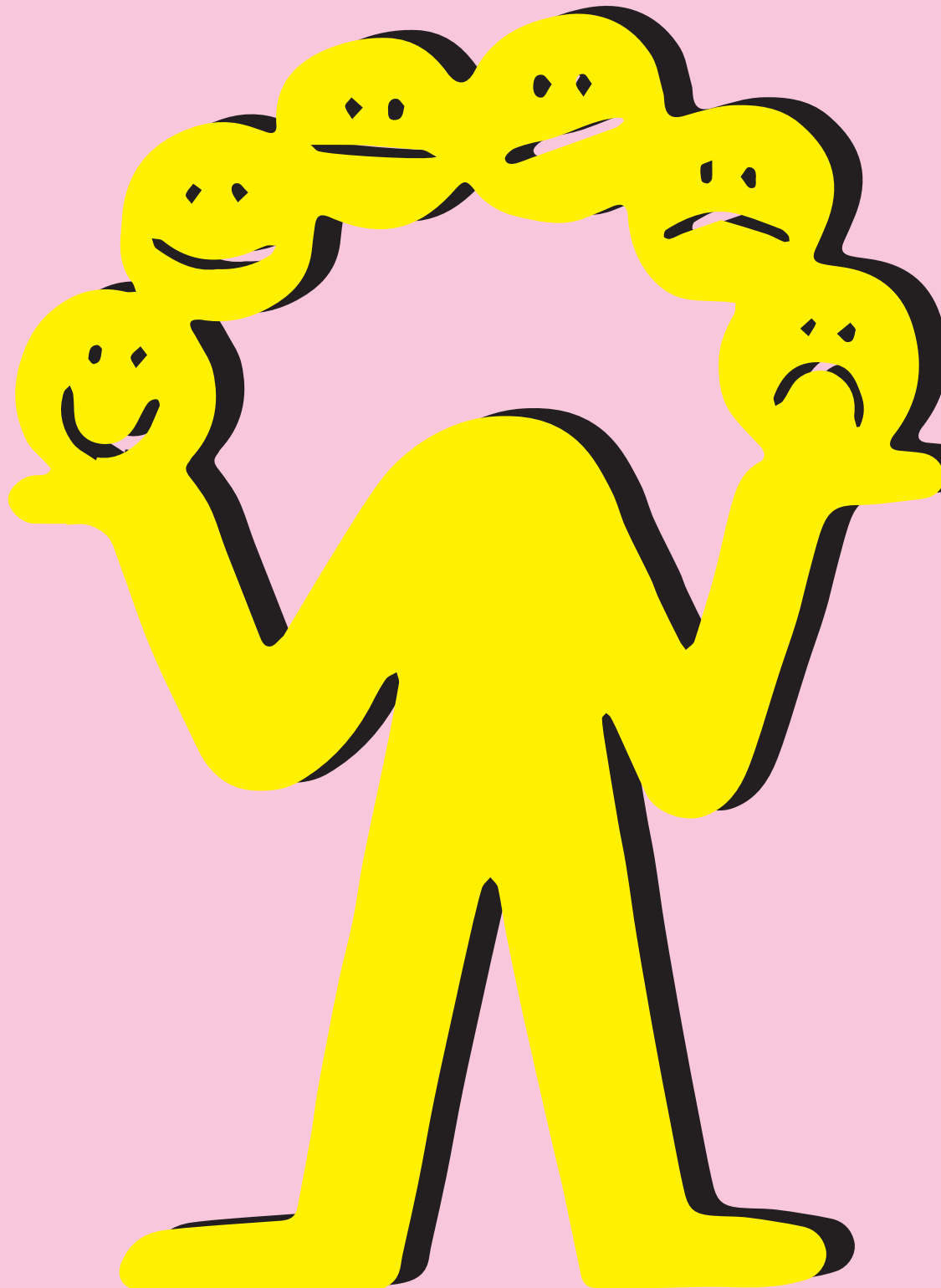


THE HOLISTIC SELF:

MIND-BODY CONNECTION



ETHICS CLAUSE

I confirm that this work has gained ethical approval and that I have faithfully observed the terms of approval in the conduct of this project.

Signed J.E.Oldhall Date 29 October 2021

CONTENTS

Introduction 7

Methodology 7

The Holistic Self 8

Wellbeing vs Wellness 10

Holistic 12

The 5 Pillars 14

Origin & Evolution 16

Drivers & Influences 18

Mind-Body Connection 24

The Mind 28

The Body 30

Brands & Industries 34

Fashion: Enclothed Cognition 42

The Consumer 44

The Future 44

Informed Projections 48

Conclusion 50

References 52

Image References 56

Bibliography 58

Appendices 64



Everybody talks about the connection between the body and mind. It's just as common as speaking of weather when learning a new language.

(Lefay Magazine, 2021).

INTRODUCTION

This report aims to explore the macro trend, “The Holistic Self”, with a focus on the mind-body connection, and its impact on society. This quote emphasises the trend’s immediate relevance on the current consumer landscape. Within this trend are themes such as mindfulness, toxic positivity and body image which will be explored further. This report will conclude with informed projections of where the trend may lead.

METHODOLOGY

An extensive selection of qualitative and quantitative secondary resources was collated and used to develop insights into “The Holistic Self: Mind-Body Connection” trend. Online reports and articles provided broad perspectives on the trend and consumer behaviour. To address limitations of bias and potential inaccuracy, information was accumulated from academic and reputable sources such as published journals and books. Databases, including Mintel and LS:N, and relevant podcasts, provided applicable information to enhance the report’s findings. Although secondary data is widely accessible, some resources are over two years old, suggesting outdated information and reduced validity. Thorough analysis of the macro trend revealed somewhat contradictory themes. Understanding the risk of bias and other limitations of a particular theme (e.g. positive thinking) encouraged further exploration within other themes (e.g. toxic positivity) to create a balanced perspective.

THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF
THE HOLISTIC SELF

Maslow's Hierarchy of Needs is an established model to demonstrate the difference between wellbeing and wellness (see Appendix 1). Wellbeing can be described as a "more expansive and holistic take" on improving people's mindset, being "more concerned with belonging and connection".

In comparison, wellness is action-orientated, and activities are more catered "to our lowest level needs" (Hardcastle, 2020).

WELLBEING VS WELLNESS

Self-actualisation

Esteem

Love & Belonging

Safety

Physiological

WELLBEING

WELLNESS

“

If wellbeing is the destination, think of wellness as a way of getting there.

(Brandt, 2020).

”

HOLISTIC

'Holistic' stems from the Greek word 'holos' meaning whole (McCann, 2018). Holistic health and wellbeing comes from "a natural state of balance and being" (The World of Health, 2019). It is a full picture of health encapsulating every aspect of an individual's life. The holistic approach to health defines the 'self' as being "the whole composed of our complex, interconnected parts" (Chamberlain, 2021).

Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul
Mind body soul

THE 5 PILLARS

(The World of Health, 2019)

There are five pillars of holistic wellbeing. A holistic state of wholeness is achieved through a balance of these connected components.

Mental

Emotional

Physical

Spiritual

Social

Mental wellbeing encompasses “what maintains a positive mental health”. Mental resilience relates to handling daily stresses and life challenges. A healthy mindset helps individuals make better decisions, and recognise their value and potential.

Emotional wellbeing “contributes to healthy self-esteem, self-worth, self-confidence, and good emotional intelligence”. It encourages relationship development and gives individuals the ability “to accept, own and express” emotional needs.

Physical wellbeing “relates to a healthy, balanced, and optimal functioning body” enhanced by factors including lifestyle, sleep, nutrition and medication. It goes beyond being disease-free and “relates to our bodies’ energy levels, endurance, and flexibility”.

Spiritual wellbeing is “the ability to experience meaning and purpose in life through a connection to one’s self”. It is unique to each individual but is collectively a powerful source of inspiration and motivation.

Social wellbeing “is social inclusion and social belonging”, linking to “values, traditions, and lifestyle”. Friends, family, communities and culture are all associated with social wellbeing.

3000 - 1500 BC

Ayurveda and Traditional Chinese Medicine.

1900s

People began to understand limitations of interventionist medicine.

1970s

First wellness centre opened in California.

2010

New York Times article on concept of wellness published.

2018

Sixth annual Global Wellness Day.

(BBC Radio 4, n.d.).
(Anon, 2020).
(Global Wellness Institute, n.d.).

500 BC

Hippocrates transformed wellness practices to prevent sickness instead of treating diseases.

1950

Modern use of word 'wellness'.

2000s

Movement gained momentum and was taken more seriously medically, academically and corporately.

2012

First World Happiness Report released.

21st Century

Wellness industry worth \$4.2 trillion annually.

ORIGIN & EVOLUTION

The health and wellbeing trend dates back to early holistic traditions. Significantly, its ancient history is reflected in popular wellness activities such as yoga. Today, this movement centres on “achieving a happier and healthier self in a truly-rounded way” (Anon, 2020). The macro trend is at the Early Majority stage of the Diffusion of Innovation Curve due to the pandemic creating new perspectives (see Appendix 2).

DRIVERS & INFLUENCES

Political

Political uncertainty (e.g. Brexit) and change highlights a driver for a trend that allows consumers to prioritise emotional and mental health. According to Dr. Perpetua Neo, “Brexit anxiety is definitely a thing” and has a known impact on consumers’ wellbeing (Cornish, 2019).





Environmental & Social

Coronavirus has a key impact on the trend. “Enforced lockdowns and social restrictions” (Wright, 2021) led to increased anxieties and a “global mental health crisis” (Simms and Buchanan, 2021). The pandemic caused blurred lines between work and home life (Cooks-Campbell, 2021), emphasising key needs behind this trend. This correlates with the global population growing sicker and lonelier, consequently driving proactiveness “to address these challenges” (Global Wellness Institute, 2021).

Technological

There are widely publicised concerns for the future of wellbeing given technology's potential societal effects. With digital lives expanding, experts express concern about increases in anxiety, stress and depression (Gordon, 2021). Though technology and social media addiction is fearfully prominent, technology fuels social connection - a key component of holistic wellbeing and a basic human need.



MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION
MIND-BODY CONNECTION

“
**That our thoughts, feelings,
beliefs, and attitudes can
positively or negatively
affect our biological
functioning.**

(Hart, n.d.)

”



The mind-body connection is a significant component of holistic health and wellbeing (Menezes, 2021). The mind and body are not separate entities, though they were treated that way by Western society until the 20th century (Hart, n.d.). Mind-body connection is the factual notion that “physical health and emotional health are intimately intertwined”, and it significantly impacts wellbeing at all levels. Experts are exploring the role that mind-body connection plays in treating both mental and physical disorders, and how anyone can harness its power to optimise happiness and health (Newport, Academy, 2019).

Mindfulness and positivity are common conversational topics of holistic wellbeing. Much research has been conducted on positive thinking and how it influences health and other areas of life (Parker, 2021). There has been a proliferation of wellness coaches and increased demand for mindfulness resources amidst the pandemic (Wunderman Thompson, 2021).

THE MIND

Positive thinking is adopting “a mental attitude that’s receptive to thoughts, emotions, and words that promote growth”. Being mindful and positive has many benefits and is critical to one’s general wellbeing, good health, and achieving goals (Parker, 2021). Positive thinkers project “a greater sense of self-worth and do their best to achieve what they want in life” (Siu, 2020). Psychology expert, Barbara Fredrickson, understands the limitations of negative thinking which fosters a fearful mind and other pessimistic emotions, consequently limiting options and paralysing action. Studies have discovered physical health advantages of practicing positivity; reducing anxiety, improving immune systems and increasing life expectancy. Fundamentally, thinking positively makes people happier, “which in turn leads to better outcomes in other areas of life” (Parker, 2021).

However, some argue that a positive mind has disadvantages in being unrealistic and often limiting people’s ability to grow, evolve and fully express themselves (Radin, 2021). Dr. Shweta Sharma believes in toxic positivity; “the idea/practice of consciously pushing yourself into thinking positive, happy thoughts even in adverse situations in order to minimise real life’s genuine pain and actual reality” (Kohli, 2021). Psychotherapist, Elizabeth Beecroft, suggests that the pandemic has caused this mindset surge. Social media is often described as a highlight reel and Instagram is a platform known to encourage ‘flex culture’, undoubtedly having negative affects on consumers’ mindsets (Radin, 2021). Positive thinking also encourages ‘spiritual bypassing’ (Hilton, 2019) and suppressing valid negative emotions such as pain, worry, heartbreak and fear (Kohli, 2021). A neutral mindset encourages accepting and expressing such feelings instead of avoiding them (Radin, 2021), offering “greater rewards than a fake smile” (Hilton, 2019). These contrasting viewpoints evidence a need to focus less on forcing particular feelings and behaviours, and instead to harbour neutral feelings to prevent adverse consequences of feeling a certain way.



THE BODY

Discussions surrounding body image, positivity and relationships have been popular for years, with ideal body standards shifting over time. Society is “increasingly preoccupied with body image, size and shape” due to mainstream media, but due to an increase in awareness of eating disorders, this century has seen many social changes driving towards new and more accepting body standards (Ekern, n.d.).



Body image refers to an individual’s “emotional attitudes, beliefs and perceptions of their own body” and can be a complex emotional experience (Brazier, 2020). Adopting a healthy body image has notable benefits with research showing that women with positive body images are more likely to have good physical and mental health. Contrastingly, women who perceive their body negatively are likelier to develop mental health conditions, such as eating disorders and depression. A negative body image “may also lead to low self-esteem, which can affect many areas of life” (Office on Women’s Health, 2021). The concept of body positivity challenges social media body standards and retaliates against the body shaming culture. Though there are negative correlations between social media and body image - e.g. greater usage of social media heightens body dissatisfaction (Makwana et al. 2018) - it is possible for consumers to curate their Instagram feeds to make them feel happier (Oakes, 2019).

Arguably, there are disadvantages with body positivity. Cultivating loving relationships with bodies is not always possible, and while body positivity is about self-love, it often evokes feelings of frustration and guilt when individuals “fail to stay in a perpetually positive mindset” (Park, 2020). Elizabeth Waseenaar, psychiatrist and medical director of the Eating Recovery Centre, outlines the danger of being overly invested in body image, explaining that you “can’t ever change your body enough to make yourself happy” (Natfulin, 2020). Disappointingly, body positive messaging frequently comes from those whose bodies align with existing beauty ideals (e.g. thin privilege) (King, 2019), pushing those who galvanised the message (“e.g. POC, fat, trans, queer and disabled people”) into the margins (Park, 2020). These diverse viewpoints evidence the need for a balanced perspective towards bodies; “a welcome mindset for people who find it impossible to unequivocally love their bodies 24/7” (Natfulin, 2020). This also highlights the need for equality and prioritisation of the wellbeing of marginal consumer groups/communities.

“

**The desire for more
positive experiences
is itself a negative
experience...**

**And, paradoxically,
the acceptance of one's
negative experience is itself
a positive experience.**

”

- Mark Manson, Author
of The Subtle Art of Not
Giving a F*ck (Hilton, 2019).

Fitness

The fitness industry is influenced by the holistic wellbeing trend with its perspective shifting from being heavily body image focused to being well-rounded. Consumers are actively taking more holistic approaches to improve their fitness. Instead of working out “to the point of exhaustion” or to achieve a particular body shape, consumers are accounting for what brings them happiness (Salter, 2021).

KX, a private members club in Chelsea, is responding to the trend by prioritising personalised wellness. Their mission targets transforming members’ bodies and mindsets (KX, 2021). They offer cellular stress tests to “measure the level of a damaging by-product released when stress assaults cells”. This avoids putting the body under “further unnecessary stress” whilst encouraging it to push further when legitimately possible (Salter, 2021), leading to positive effects on mind and body.

Gymshark, a UK based fitness apparel brand, is one of the fastest growing fitness companies globally, with a mission and vision focused on encouraging the full potential of their community (Gymshark, 2021). Gymshark Deload is a hub based on the premise that “weight belongs in your hands, not your head”. With input from wellbeing experts, it delivers positive information, entertainment and guidance through various channels including podcasts and seminars. The aim is to boost the mental mindset of consumers and to support them when they are struggling (Gymshark, 2021).



BRANDS & INDUSTRIES

Technology

This macro trend influences the technology industry, and vice-versa. Technology is set to accelerate wellness growth “with the explosion of fitness-monitoring wearables” and health apps (The Telegraph Spark, 2021). Conversely, there are concerns about the risk of living “in a tech-saturated world” (Anderson and Rainie, 2018) and the effects that this might have on consumers’ wellbeing.

Prettly, a beauty brand within the technology industry, is successfully responding to the holistic wellbeing trend. Prettly offers “Uber-style on demand treatments” (The Telegraph Spark, 2021). Convenience is at the core of the business, providing customers with wholesome experiences to enhance their mindset. With the touch of a button, consumers can expect their beauty needs to be fulfilled immediately (Prettly, 2021).



Whoop, another fitness and health orientated brand, aims to “unlock human performance” (Whoop, 2021) with the goal of pioneering a new science-based wellbeing category. They promote wearable technology that constantly monitors recovery, strain, sleep and health. Initially tailored to professional athletes, Whoop taps into the health-conscious and digital consumer who desires to improve their everyday health (Brody, 2021).

Healthcare

The healthcare industry is an obvious sector impacted by the trend. As opposed to the stereotypically body-aesthetic focused fitness industry, healthcare goes deeper and is more internally focussed. Prevention, diagnosis and treatment of medical conditions are all components of this industry.

Re:Mind, the first meditation, healing and breathwork studio in London, addresses the prevention and treatment components of healthcare. They bring “more calm to busy Londoners”, providing a variety of “healing and breathwork guided classes” (Re:Mind, 2021). Their sustainable space is designed with customer’s health in mind, and classes have a positive impact on both mind and body.



The Office for Health Improvement and Disparities (OHID) launched the latest ‘Every Mind Matters’ campaign that prioritises mental wellbeing. The campaign aims “to empower adults to improve their mental wellbeing ahead of the winter months”. After answering five questions, participants receive a free, personalised NHS-approved Mind Plan with “practical tips to help them deal with stress and anxiety” (Nelson, 2021).

Lifestyle

Holistic wellbeing has a profound effect on the lifestyle industry. With the pandemic temporarily pausing it, the experience economy is booming again (In Voyage, 2021). Experiences that offer value beyond a product are at the forefront of consumers' demands.



Mindbodygreen is a lifestyle media brand “dedicated to helping people live their best life mentally, physically, spiritually, emotionally and environmentally” (Dresdale, 2017). They offer a 360-degree approach to wellness and believe in the “fundamentals of science-based holistic wellbeing”, covering moving, connection and purpose (Mindbodygreen, 2021). Mindbodygreen demonstrates belief in the interconnectedness of all five pillars of holistic wellbeing.

Real, another lifestyle brand, prioritises mental wellness through therapy experiences. Launched in 2020, Real’s goal is to “authentically support the real-time mental wellness concerns of individuals” (Brody, 2021). The member-based platform innovates to give customers necessary tools before they “reach crisis” (Real, 2021). Additionally, they address other significant societal and cultural challenges including body image and single life.

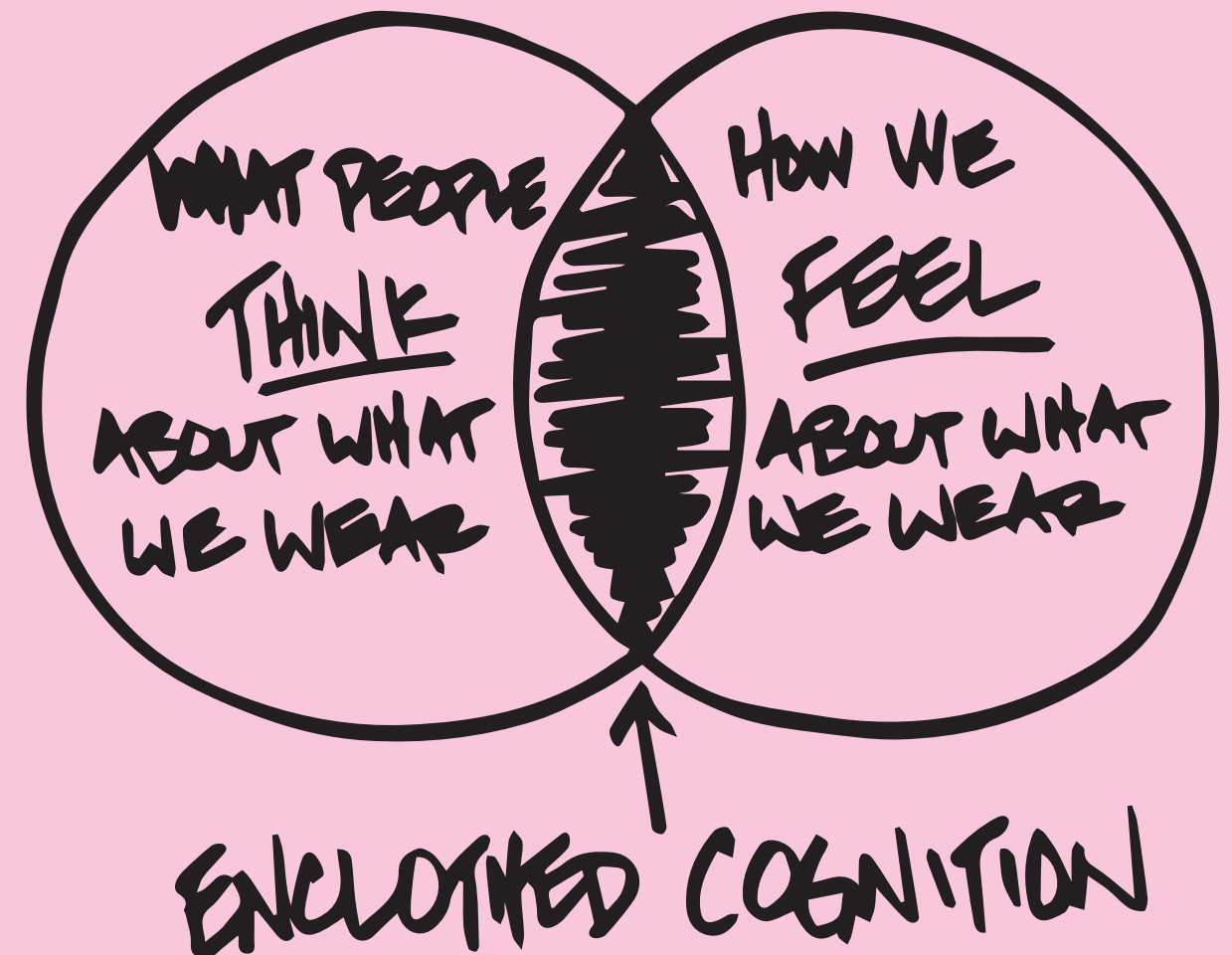
Fashion is certainly impacted by the trend. Consciously or subconsciously, the way people take care of themselves and make aesthetic/ clothing choices, affects how they feel about themselves (Carlson, 2021). In 2012, American researchers, Hajo Adam and Adam Galinsky, discovered that “wearing specific articles of clothing had an effect on the wearer’s psychology and performance” (Dittrich, 2019). Their experiments subsequently proposed a basic principle of enclothed cognition; that “the effects of clothing on people’s psychological processes depend on a) the symbolic meaning of the clothes and b) whether people are actually wearing the clothes” (Hajo and Galinsky, 2012).

FASHION:

Writer, Garrett Carlson, interpreted this concept, providing a contextual example to better sensualise the researchers’ discoveries. He outlined the difference between wearing a suit for work compared with sweatpants to sleep; “as soon as you put on those cosy clothes, you know it’s time to relax” (Carlson, 2021). Fashion journalist, Camay Abraham, provided another interpretation whereby the emotional effects can be both positive and negative. He sees a relationship between fashion and cognitive dissonance, cognitive dissonance being “a psychological phenomenon” where an act that misaligns with individual values and beliefs (e.g. wearing an item of clothing that imitates someone else’s style) results in a conflict that stimulates mental instability. To reduce the mental discomfort comes the solution of either believing the act is genuine, or not conducting the act again (e.g. not wearing the item of clothing), thus bringing “actions and beliefs back to alignment” (Dittrich, 2019).

“**What a strange power there is in clothing.**”

(Adam and Galinsky, 2012).



Many believe that to manifest a positive mindset, the focus should be on dressing how you want to feel rather than how you feel. However, enclothed cognition sometimes fails and it is important to not put too much pressure on clothing choices (Staley, 2021). The disparity between dressing how you want to feel versus how you feel cannot be too large. “If you feel profoundly sad, you may just have to wear those sweats on the couch for a day and heal yourself first” (Moldonado, 2021).

ENCLOTHED
COGNITION

THE CONSUMER

“The Holistic Self” trend has become ubiquitous. It “has emerged as a dominant lifestyle value” across many demographics whose behaviours and consumption patterns are shifting (Global Wellness Institute, 2021). Specifically, Generation Z are mostly leading in, and being impacted by, the trend. Gen Zers, arguably being “the most depressed generation” (AECF, 2021), take “a holistic view of health, emphasising physical fitness, healthy eating, and mental well-being” (Vennare, 2019).

The statement that wellness is “a holistic pursuit for women, involving mind, body and spirit” (Demeritt, 2020) suggests that this trend predominantly resonates with females. Women use Instagram more than men (Staista, 2021), and can be emotionally and physically influenced by the platform’s content. With women’s brains being “wired better for empathy and intuition”, they are more emotional and better communicators (Puiu, 2021), though they are at “greater risk of poor mental health than men” and more likely to suffer from eating disorders, self-harm and depression (Mental Health Foundation, 2021).

THE FUTURE

Though some consumers are tired of buzzwords like ‘clean eating’ and ‘wellness’, (The Telegraph Spark, 2021), this macro trend is showing no signs of slowing down. This consumer lifestyle shift extends beyond the pandemic’s immediate effects, creating a “long-term and far-reaching impact on” brands and their products (Ayto and Connolly, 2021).



“

Generation Z is a generation
more optimistic about
its future.

(Walker, 2017).

Women;
the wellness-keepers
of our culture.

(Demeritt, 2020).

”

More experiences

More than just a product or service, Generation Z and Millennials will continue to crave wellbeing experiences with emotional and personal connection at the forefront of their demands. From cost and functional efficiency to on-trend aesthetics, brands will aim to satisfy these consumers to remain relevant (The Telegraph Spark, 2021).

Smarter consumers

Physician, Dr Jen Gunter, explains that holistic wellness is driving sales of many products and gimmicks, but brands are “using science-ish language that means absolutely nothing” (BBC Radio 4, n.d.). Consumers are becoming increasingly educated about the real value of wellbeing products and services, demanding credibility and scientific evidence.

Niche audiences

Due to the trend's recent surge, holistic wellness practices and movements are being increasingly adopted by the mainstream. Holistic wellbeing is beneficial to all, however, there is potential for brands to better target marginal consumer groups, such as eating disorder sufferers, with emotive marketing messages and tailored products/services.

Holistic neutrality

There are many who become frustrated at not being perpetually positive or those who workout for the narrow-minded reason of changing their body shape. These consumers are yet to fully understand the benefits of taking a step back and adopting a neutral mindset towards all areas of life. Whether it be accepting negative emotions or gratitude for an able body, the drive for holistic neutrality will benefit the wellbeing of consumers.

CONCLUSION

This report has demonstrated holistic wellbeing's accelerating prominence in the current consumer landscape, and emphasised the significance of mind-body connection. It has assessed advantages and disadvantages of the mind and body, highlighting the importance of their dualist relationship. Media culture promotion of constant mindfulness and unrealistic self-love movements has signalled the need for consumers' to adopt a sustainable approach to life; to focus less on body image and emotions, and instead free up head space by enforcing a holistic and neutral mindset.

REFERENCES

Adam, H., Galinsky, A., 2012. Enclothed cognition. *Journal of Experimental Social Psychology* [online], 48 (4), 918-925. Available via: NTU Library OneSearch [Accessed 19 October 2021]

AECF, 2021. *Generation Z and Mental Health* [online]. Available at: <https://www.aecf.org/blog/generation-z-and-mental-health> [Accessed 15 October 2021]

Anderson, J., Rainie, L., 2018. *The Future of Well-Being in a Tech-Saturated World* [online]. Available at: <https://www.pewresearch.org/internet/2018/04/17/the-future-of-well-being-in-a-tech-saturated-world/> [Accessed 18 October 2021]

Anon, 2020. What is Holistic Wellness? *The History of Holistic Wellness* [online blog], 30 January. Available at: <https://blog.gardenuity.com/history-of-holistic-wellness/> [Accessed 11 October 2021]

Ayto, J., Conolly, T., 2021. *In 2021, wellness is 'always on' - here are 5 ways brands can stay ahead* [online]. Available at: <https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/in-2021-wellness-is-always-on-here-are-5-ways-brands-can-stay-ahead/> [Accessed 15 October]

BBC Radio 4, [n.d.]. *How wellness became big business* [online]. Available at: <https://www.bbc.co.uk/programmes/articles/558FD1c2hXHCh1wJfN6lkKS/how-wellness-became-big-business> [Accessed 12 October 2021]

Brandt, 2020. *Wellness vs. Well-being: what's the difference?* [online]. Available at: <https://blog.drbrandtskincare.com/wellness-vs-wellbeing/> [Accessed 15 October 2021]

Brazier, Y., 2020. *Body image: what is it and how can I improve it?* [online]. Available at: <https://www.medicalnewstoday.com/articles/249190> [Accessed 21 October 2021]

Brody, E., 2021. 10 Wellness Brands To Watch In 2021. *Trajectory* [online blog], 02 May. Available at: <https://www.trajectory4brands.com/blog/10-wellness-brands-to-watch-in-2021/> [Accessed 18 October 2021]

Carlson, G. M., 2021. *Enclothed Cognition: The Science Behind Looking Good and Feeling Good* [online]. Available at: <https://dudefluencer.com/enclothed-cognition/> [Accessed 19 October 2021]

Chamberlain, J. M., 2021. *Holistic Wellness: Caring for the Mind, Body, & Spirit* [online]. Available at: <https://www.choosingtherapy.com/holistic-wellness/> [Accessed 10 October 2021]

Cooks-Campbell, A., 2021. *Holistic wellness is a real thing. Here's why you need it.* [online]. Available at: <https://www.betterup.com/blog/holistic-wellness> [Accessed 09 October]

Cornish, N., 2019. 9 Ways To Beat Brexit Anxiety, According To Two Psychologists. *ELLE* [online], 18 September. Available at: <https://www.elle.com/uk/life-and-culture/a29068613/brexit-anxiety/> [Accessed 22 October 2021]

Demeritt, J., 2020. *'Centual' healing: How to appeal to female wellness consumers* [online]. Available at: <https://www.newhope.com/branding-and-marketing/centual-healing-how-appeal-female-wellness-consumers> [Accessed 15 October 2021]

Dittrich, A., 2019. *How fashion impacts our mental wellbeing* [online]. Available at: <https://www.dw.com/en/how-fashion-impacts-our-mental-wellbeing/a-50562794> [Accessed 19 October 2021]

Dresdale, R., 2017. CEO Of Mindbodygreen Shares How He Encourages Work-Life Balance. *Forbes* [online], 20 June. Available at: <https://www.forbes.com/sites/rachelritlop/2017/06/20/ceo-of-mindbodygreen-shares-how-he-encourages-work-life-balance/> [Accessed 19 October 2021]

Ekern, J., [n.d.]. *Driven to Perfection: The Evolution of Body Image* [online]. Available at: <https://www.eatingdisorderhope.com/blog/driven-to-perfection-the-evolution-of-body-image> [Accessed 21 October 2021]

Global Wellness Institute, [n.d.]. *History of Wellness* [online]. Available at: <https://globalwellnessinstitute.org/what-is-wellness/history-of-wellness/> [Accessed 11 October 2021]

Global Wellness Institute, 2021. *Key Drivers of Wellness* [online]. Available at: <https://globalwellnessinstitute.org/what-is-wellness/key-drivers-of-wellness/> [Accessed 11 October 2021]

Gordon, S., 2021. *How Will Future Well-Being Be Impacted By Technology?* [online]. Available at: <https://www.verywellfamily.com/how-will-future-well-being-be-impacted-by-technology-4176165> [Accessed 22 October 2021]

Gymshark, 2021. *About Us* [online]. Available at: <https://uk.gymshark.com/pages/about-us> [Accessed 19 October 2021]

Gymshark, 2021. Gymshark Deload. *Gymshark Central* [online blog], 10 October. Available at: <https://central.gymshark.com/article/gymshark-deload> [Accessed 18 October 2021]

Hardcastle, S., 2020. *Reframing Wellness to Wellbeing in the Hospitality Industry* [online]. Available at: <https://www.hospitalitynet.org/opinion/4097038.html> [Accessed 09 October 2021]

Hart, P., [n.d.]. *What Is the Mind-Body Connection?* [online]. Available at: <https://www.takingcharge.csh.umn.edu/what-is-the-mind-body-connection> [Accessed 09 October 2021]

Hilton, L., 2019. *Good Vibes Only: Is The Positive Mindset Trend Healthy?* [online]. Available at: <https://lifestylecollective.org/2019/10/14/good-vibes-only-is-the-positive-mindset-trend-healthy/> [Accessed 11 October 2021]

In Voyage, 2021. *The Rise of 'At Home' Luxury and Wellbeing Experiences* [online]. Available at: <https://www.invoyage.net/top-stories/insights-edition-wellness-experiences> [Accessed 19 October 2021]

King, S., 2019. *Holistic Health Radio #3: Body Positivity and Self Love Vs. Body Neutrality PLUS How To Deal With Bad Body Image Days* [podcast], 02 April. Available at: <https://sarahlizking.com/holistic-health-radio-3-body-positivity-and-self-love-vs-body-neutrality-plus-how-to-deal-with-bad-body-image-days/> [Accessed 12 October 2021]

Kohli, S., 2021. *Being too positive can actually be 'toxic'. Here's why it's dangerous* [online]. Available at: <https://www.healthshots.com/mind/happiness-hacks/being-too-positive-can-actually-be-toxic-heres-why-its-dangerous/> [Accessed 11 October 2021]

KX, 2021. *Home* [online]. Available at: <https://www.kxlife.co.uk> [Accessed 18 October 2021]

Lefay Magazine, 2021. *Mind, Body and Soul: The Holistic Approach* [online]. Available at: <https://www.lefayresorts.com/magazine/en/holistic-approach/> [Accessed 11 October 2021]

Makwana, B., et al., [2018]. *Selfie-Esteem: The Relationship Between Body Dissatisfaction and Social Media in Adolescent and Young Women* [online]. Available at: <https://www.in-mind.org/article/selfie-esteem-the-relationship-between-body-dissatisfaction-and-social-media-in-adolescent> [Accessed 12 October 2021]

Maldonado, A., 2021. *Clothes As Therapy: When & How Does Enclothed Cognition Work?* [online]. Available at: <https://magazine.psykhefashion.com/features/fashion-psychology-enclothed-cognition> [Accessed 19 October 2021]

McCann, V., 2018. *The History of Holistic Medicine* [online]. Available at: <https://castlecraig.co.uk/blog/2018/01/24/history-holistic-medicine> [Accessed 11 October 2021]

Menezes, L., 2021. *What is the Mind-Body Connection?* [online]. Available at: <https://www.floridamedicalclinic.com/blog/what-is-the-mind-body-connection/> [Accessed 09 October 2021]

Mental Health Foundation, 2021. *Women and mental health* [online]. Available at: <https://www.mentalhealth.org.uk/a-to-z/w/women-and-mental-health> [Accessed 16 October 2021]

Mindbodygreen, 2021. *About* [online]. Available at: <https://www.mindbodygreen.com/about> [Accessed 19 October 2021]

Naftulin, 2020. *Body neutrality, not body positivity, may be the best way to fight unsustainable beauty ideals. Here's how to channel it* [online]. Available at: <https://www.insider.com/what-is-body-neutrality-explainer-2020-8> [Accessed 22 October 2021]

Nelson, S., 2021. Successor body to Public Health England launches latest 'Every Mind Matter's campaign. *PR Week* [online], 07 October. Available at: <https://www.prweek.com/article/1729699/successor-body-public-health-england-launches-latest-every-mind-matters-campaign> [Accessed 19 October 2021]

Newport Academy, 2019. *Understanding the Mind-Body Connection* [online]. Available at: <https://www.newportacademy.com/resources/mental-health/understanding-the-mind-body-connection/> [Accessed 09 October 2021]

Oakes, K., 2019. The complicated truth about social media and body image. *BBC Future* [online], 12 March. Available at: <https://www.bbc.com/future/article/20190311-how-social-media-affects-body-image> [Accessed 22 October 2021]

Office on Women's Health, 2021. *Body Image* [online]. Available at: <https://www.womenshealth.gov/mental-health/body-image-and-mental-health/body-image> [Accessed 12 October 2021]

Park, M., 2020. *Concept: Body Neutrality* [online]. Available at: <https://www.onewomanproject.org/blog/2020/9/9/concept-body-neutrality> [Accessed 22 October 2021]

Parker, C., 2021. *Scientific Studies on Positive Thinking (How Works - Benefits - Disadvantages)* [online]. Available at: <https://lightwarriorslegion.com/scientific-studies-on-positive-thinking/> [Accessed 09 October 2021]

Prettly, 2021. *Home* [online]. Available at: <https://prettly.com> [Accessed 18 October 2021]

Puiu, T., 2021. *Are male and female brains really different?* [online]. Available at: <https://www.zmescience.com/science/are-male-and-female-brains-really-different/> [Accessed 15 October 2021]

Radin, S., 2021. *How 'toxic positivity' took over the internet* [online]. Available at: <https://www.dazeddigital.com/life-culture/article/53737/1/how-toxic-positivity-took-over-the-internet> [Accessed 11 October 2021]

Real, 2021. *About* [online]. Available at: <https://www.join-real.com/about> [Accessed 19 October 2021]

Re:Mind, 2021. *Home* [online]. Available at: <https://remindstudio.com> [Accessed 19 October 2021]

Salter, J., 2021. *From Cellular Fitness To Self-Pleasure, 6 Wellness Trends That Will Be Big In 2021* [online]. Available at: <https://www.vogue.co.uk/beauty/article/wellness-trends-2021> [Accessed 11 October 2021]

Simms R., Buchanan, V., 2021. How do you become a post pandemic business? [online]. *LS:N*. Available at: <https://www.thefuturelaboratory.com/blog/how-do-you-become-a-post-pandemic-wellness-business> [Accessed 09 October 2021]

Siu, E., 2020. *The Pros and Cons of Positive Thinking* [online]. Available at: <https://www.rentakneewalker.com/stories/the-pros-and-cons-of-positive-thinking> [Accessed 09 October 2021]

Staley, R., 2021. *What is 'enclothed cognition' and can it improve my mood and productivity?* [online]. Available at: <https://fashionjournal.com.au/fashion/enclothed-cognition-improve-mood-productivity/> [Accessed 19 October 2021]

Statista, 2021. *Distribution of Instagram users worldwide as of July 2021, by gender* [online]. Available at: <https://www.statista.com/statistics/802776/distribution-of-users-on-instagram-worldwide-gender/> [Accessed 22 October 2021]

The Telegraph Spark, 2021. The booming business of wellness: what's next? *The Telegraph* [online], n.d. Available at: <https://www.telegraph.co.uk/business/tips-for-the-future/future-of-health-wellbeing-beauty/#intro> [Accessed 11 October 2021]

The World of Health, 2019. *Holistic Wellness - 5 Pillars Of Holistic Wellbeing* [online]. Available at: <https://theworldofhealth.co.uk/blog/holistic-wellness-5-pillars-of-holistic-wellbeing/> [Accessed 09 October 2021]

Vennare, A., 2019. *Move Over Millennials: Gen Z is The Ultimate Wellness Consumer* [online]. Available at: <https://insider.fitt.co/gen-z-wellness/> [Accessed 15 October 2021]

Walker, T., 2017. Introducing Gen Z. *HCM Uniting the World of Fitness* [online], (11) (November), 46-48. Available at: <https://www.healthclubmanagement.co.uk/health-club-management-features/The-Bannatyne-Group/32326> [Accessed 15 October 2021]

Whoop, 2021. *Our Mission* [online]. Available at: <https://www.whoop.com/our-mission/> [Accessed 18 October 2021]

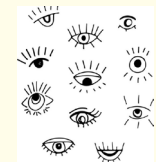
Wright, B., 2021. *Holistic wellness trends you need to try* [online]. Available at: <https://happiful.com/holistic-wellness-trends-you-need-to-try/> [Accessed 11 October 2021]

Wunderman Thompson, 2021. *The Future 100: 2021* [online]. Available via: Wunderman Thompson [Accessed 20 October 2021]

IMAGE REFERENCES



Lahan, T., [n.d.]. *Juggling* [online] (edited). Available at: <https://images.squarespace-cdn.com/content/v1/582d05d1e6f2e1f3b3c077be/1587581473430-HMIXDNERFHH2O0TDXJ79/juggling.png?format=1500w> [Accessed 25 October 2021]



Joy, M., [n.d.]. *On the Look Out* [online] (edited). Available at: <http://molliejoy.com/wp-content/uploads/2016/02/eyes-e1454706418697.jpg> [Accessed 25 October 2021]



Anon, [n.d.]. *Matisse* [online] (edited). Available at: <https://i.pinimg.com/564x/16/9a/4e/169a4e10a5658943a6092de925408f6f.jpg> [Accessed 25 October 2021]



Anon, [n.d.]. *Note to self* [online] (edited). Available at: <https://i.pinimg.com/564x/98/ce/0f/98ce0f10d02f0d347f189c1ed5a7de78.jpg> [Accessed 25 October 2021]



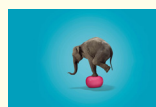
Brady, J., 2019. *Protestors against a delay to Brexit in parliament square* [online] (edited). Available at: <https://images.theconversation.com/files/267078/original/file-20190402-177171-ummhce.jpg?ixlib=rb-1.1.0&q=30&auto=format&w=600&h=400&fit=crop&dpr=2> [Accessed 25 October 2021]



Khan, I., 2020. *Commuters wear face masks at Union Station in Los Angeles* [online] (edited). Available at: <https://ca-times.brightspotcdn.com/dims4/default/9d7d74b/2147483647/strip/true/crop/2400x1600+0+0/resize/840x560!/quality/90/?url=https%3A%2F%2Fcalifornia-times-brightspot.s3.amazonaws.com%2F2b%2F98%2F7f3f63874e3c98ff31521d50007%2F1a-photos-1staff-649508-me-1010-coronavirus-spike-005.IK.JPG> [Accessed 25 October 2021]



Hero Images, 2019. *Government-run camps have been set up to treat internet addiction* [online] (edited). Available at: https://www.cnnphilippines.com/imaging/mte/demo-cnn-new/750x450/dam/cnn/2019/08/15/Phones_CNNPH.png/jcr:content/Phones_CNNPH.png [Accessed 25 October 2021]



Getty Images, 2019. *Digital Zoo* [online] (edited). Available at: <https://www.theguardian.com/lifeandstyle/2019/jan/05/mind-body-soul-rise-holistic-wellness-makeover> [Accessed 25 October 2021]



Mainguy, M., 2016. *Visages* [online] (edited). Available at: <https://dearestsomeone.files.wordpress.com/2016/09/visages.jpg> [Accessed 25 October 2021]



Mainguy, M., 2016. *Visages* [online] (edited). Available at: <https://dearestsomeone.files.wordpress.com/2016/09/visages.jpg> [Accessed 25 October 2021]



Gymshark, 2020. *Sports bra campaign* [online] (edited). Available at: <https://blogcms.gymshark.com/uploads/1583170240-gymshark-high-support-sports-bras.jpg> [Accessed 25 October 2021]



Whoop, 2019. *Woman yoga pose Whoop campaign* [online] (edited). Available at: https://media1.popsugar-assets.com/files/thumbor/wpG4YSbEqIFAEIdoOxqa_EmdvFQ/fit-in/2048xorig/filters:format_auto-!!-:strip_icc-!!-/2019/09/06/701/n/1922729/889f9e8340cfa8de_190410_Shot_13_Loft_0232/i/Final-Verdict-Is-Whoop-30-Fitness-Tracker-Worth-It.jpg [Accessed 25 October 2021]



NHS, [n.d.]. *Better Health Every Mind Matters* [online] (edited). Available at: <https://digitalcampaignsstorage.blob.core.windows.net/campaigns-cms-prod/images/emm-og-logo.width-1200.jpg> [Accessed 25 October 2021]



Real, 2021. *Making mental wellness a priority* [online] (edited). Available at: https://images.ctfassets.net/9morks6o7c4w/4OmbK2AIXPj7lyhFdX09Hh/10669f410fe9b3a25420dbe4f23bfd6c/Header_about.jpg?fm=jpg&fl=progressive [Accessed 25 October 2021]



Richards, C., 2015. *Encloded Cognition diagram* [online] (edited). Available at: <https://static01.nyt.com/images/2015/12/07/business/120715bucks-carl-sketch/120715bucks-carl-sketch-jumbo.jpg?quality=75&auto=webp> [Accessed 25 October 2021]



Gudin, M., 2017. *Masks* [online] (edited). Available at: https://64.media.tumblr.com/1a4f089caf76fbbd58f1e5218a285d98/tumblr_ozp3p4swAo1v5sy38o2_r1_640.jpg [Accessed 25 October 2021]

BIBLIOGRAPHY

Admin, 2021. *What Is Holistic Wellness? Why Is It Important To Achieve It?* [online]. Available at: <http://healnhc.org/2020/07/17/what-is-holistic-wellness/> [Accessed 12 October 2021]

Bellan, R., 2021. *Pinterest Search For 'Manifestation', 'Self-Love' Increase Amid Pandemic* [online]. Available at: <https://www.forbes.com/sites/rebeccabellan/2021/02/17/pinterest-search-trends-for-manifestation-self-love-increase-amid-pandemic/> [Accessed 07 October 2021]

B&T Magazine, 2021. *TikTok Announces New Wellbeing Hub to Support Community* [online]. Available at: <https://www.bandt.com.au/tiktok-announces-new-wellbeing-hub-to-support-community/> [Accessed 11 October 2021]

Bridge Support, [n.d.]. *How a Holistic View of Health & Wellbeing Brightens the UK's Future* [online]. Available at: <https://bridgesupport.org/holistic-view-of-health-wellbeing/> [Accessed 11 October 2021]

Byrne, R., 2006. *The Secret*. Great Britain: Simon & Schuster UK Ltd

Chatterjee, R., 2021. *How To Design Your Perfect Life with Peter Crone* [podcast], 13 July. Available at: https://open.spotify.com/episode/6iIFUSKCIwRluMWXMmHuSp?si=CDAPya4ETXiAMQmOhKyBVw&dl_branch=1&nd=1 [Accessed 24 October 2021]

Damji, Z., [n.d.]. *TikTok's Latest Trend is All About Self-Love and Embracing Your "Flaws"* [online]. Available at: <https://graziamagazine.com/me/articles/tiktoks-latest-trend-is-all-about-self-love-and-embracing-your-flaws/> [Accessed 07 October 2021]

Dragt, E., 2017. *How to Research Trends*. 1st ed. The Netherlands: BIS Publishers

Elder, J., 2021. Mindfulness is one of the fastest growing health trends, but it has a dark side. *The New Daily* [online], 24 April. Available at: <https://thenewdaily.com.au/life/wellbeing/2021/04/24/mindfulness-meditation-research-selfishness/> [Accessed 11 October 2021]

Forrester, C., 2021. *REVIEW: A retreat for body and mind at Rufflets Hotel St Andrews*. *The Courier* [online], 08 October. Available at: <https://www.thecourier.co.uk/fp/lifestyle/health-wellbeing/2648307/review-a-retreat-for-body-and-mind-at-rufflets-hotel-st-andrews/> [Accessed 11 October 2021]

Given, F., 2020. *Women Don't Owe You Pretty*. 1st ed. Great Britain: Octopus Publishing Griup Ltd

Head, A., 2021. *We're facing a self-love crisis: one in two women globally feel more self-doubt than self-love* [online]. Available at: <https://www.marieclaire.co.uk/life/health-fitness/body-shop-global-self-love-index-729393> [Accessed 07 October 2021]

Jones, A., 2019. Mind, body and soul: the rise of the holistic wellness makeover. *The Guardian* [online], 05 January. Available at: <https://www.theguardian.com/lifeandstyle/2019/jan/05/mind-body-soul-rise-holistic-wellness-makeover> [Accessed 10 October 2021]

Killam, K., 2021. *Spotlight on Social Connection* [online]. Available at: <https://medium.com/building-h/spotlight-on-social-connection-af9ac0ee028a> [Accessed 21 September 2021]

Kilraine, L., 2021. *Spotlight on Wellbeing - Listen to your body and your senses* [online]. Available at: <https://londonnewsonline.co.uk/spotlight-on-wellbeing-listen-to-your-body-and-your-senses/> [Accessed 11 October 2021]

Klynn, B., 2021. *Emotional regulation: Skills, exercises, and strategies* [online]. Available at: <https://www.betterup.com/blog/emotional-regulation-skills> [Accessed 11 October 2021]

Krueger, M., [n.d.]. *Mind-Body Connection: Nurturing Holistic Health* [online]. Available at: <https://wanderlust.com/journal/mind-body-connection-nurturing-holistic-health/> [Accessed 11 October 2021]

Lalancette, K., 2021. *Why people are turning to body neutrality over body positivity* [online]. Available at: https://www.thestar.com/life/fashion_style/2021/02/10/why-people-are-turning-to-body-neutrality-over-body-positivity.html [Accessed 12 August 2021]

L'Heureux, L., 2021. The Importance of Body Positivity in 2021 & the Social Media Age. *La.Rue* [online blog], 30 November. Available at: <https://laurenlarue.com/the-importance-of-body-positivity-in-2020-the-social-media-age/> [Accessed 12 August 2021]

Loving Roots Project, 2019. *A Holistic Approach to Mind-Body Wellness* [online]. Available at: <https://www.lovingrootsproject.com/allblogposts/a-holistic-approach-to-mind-body-wellness#> [Accessed 11 October 2021]

Margrove, G., 2019. Individual well-being: how to improve its key drivers. *The Telegraph* [online], 18 January. Available at: <https://www.telegraph.co.uk/business/business-reporter/what-is-wellbeing/> [Accessed 11 October 2021]

McLeod, S., 2018. *Mind Body Debate* [online]. Available at: <https://www.simplypsychology.org/mindbodydebate.html> [Accessed 09 October 2021]

Moniuszko, S., [n.d.]. Lizzo criticized body positivity. Here's what you need to know about body neutrality. *USA Today* [online], [n.d.]. Available at: <https://eu.usatoday.com/story/life/health-wellness/2021/04/22/lizzo-criticized-body-positivity-what-body-neutrality/7317015002/> [Accessed 07 October 2021]

Muhlheim, L., 2021. *How Body Neutrality Can Help With Eating Disorder Recovery* [online]. Available at: <https://www.verywellmind.com/how-body-neutrality-can-help-with-eating-disorder-recovery-5195300> [Accessed 13 September 2021]

Natural Healers, [n.d.]. *A History of Holistic Health*. *Natural Healers* [online blog], n.d. Available at: <https://www.naturalhealers.com/blog/holistic-health-history/> [Accessed 12 October 2021]

Olah, N., 2020. *How Lockdown Has Made Body Dysmorphia Worse* [online]. Available at: <https://www.refinery29.com/en-gb/2020/06/9831416/body-dysmorphia-facts> [Accessed 12 October 2021]

Ortiz-Ospina, E., Roser, M., 2020. *Loneliness and Social Connections* [online]. Available at: <https://ourworldindata.org/social-connections-and-loneliness> [Accessed 21 September 2021]

Owens, B., 2021. *TikTok's role in the body positivity movement* [online]. Available at: <https://www.shiftlondon.org/features/tiktoks-role-in-the-body-positivity-movement/> [Accessed 07 October 2021]

Pandey V., et al., 2021. *Do Social Connections and Digital technologies Act as Social Care During COVID-19?* [online]. Available at: <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.634621/full> [Accessed 21 September 2021]

Ramchandani, N., Motwani, S., 2021. *The future is community - how brands are evolving in the age of social media* [online]. Available at: <https://www.moneycontrol.com/news/trends/the-future-is-community-how-brands-are-evolving-in-the-age-of-social-media-7283501.html> [Accessed 21 September 2021]

Raypole, C., 2021. *How to Shift from 'Body Positivity' to 'Body Neutrality' - and Why You Should* [online]. Available at: <https://www.healthline.com/health/body-neutrality> [Accessed 12 August 2021]

Resnick, A., 2021. *How to Practice Body Neutrality* [online]. Available at: <https://www.verywellmind.com/how-to-practice-body-neutrality-5120914> [Accessed 09 September 2021]

Resnick, A., 2021. *The Mental Health Benefits of Practicing Body Neutrality* [online]. Available at: <https://www.verywellmind.com/the-mental-health-benefits-of-practicing-body-neutrality-5183818> [Accessed 16 September 2021]

Simms R., Buchanan, V., 2021. How do you become a post pandemic business? [online]. *LS:N*. Available at: <https://www.thefuturelaboratory.com/blog/how-do-you-become-a-post-pandemic-wellness-business> [Accessed 09 October 2021]

Smith, T., 2019. *Taking a holistic approach to health and wellbeing* [online]. Available at: <https://axaxl.com/fast-fast-forward/articles/taking-a-holistic-approach-to-health-and-wellbeing> [Accessed 09 October 2021]

Sotiriou, E., 2020. Cultural Influences on Body Image and Body Esteem. *The Cambridge Handbook of the International Psychology of Women* [online], 190-204. Available via: NTU Library OneSearch [Accessed 21 October 2021]

Speciality Food Magazine, 2021. *6 things to know about the wellness trend* [online]. Available at: <https://www.specialityfoodmagazine.com/news/wellness-trend-food-and-drink> [Accessed 11 October 2021]

Styx, L., 2021. *Commodification Undermines the Body Positivity Movement, Study Suggests* [online]. Available at: <https://www.verywellmind.com/commodification-undermines-body-positivity-movement-5189810> [Accessed 09 September 2021]

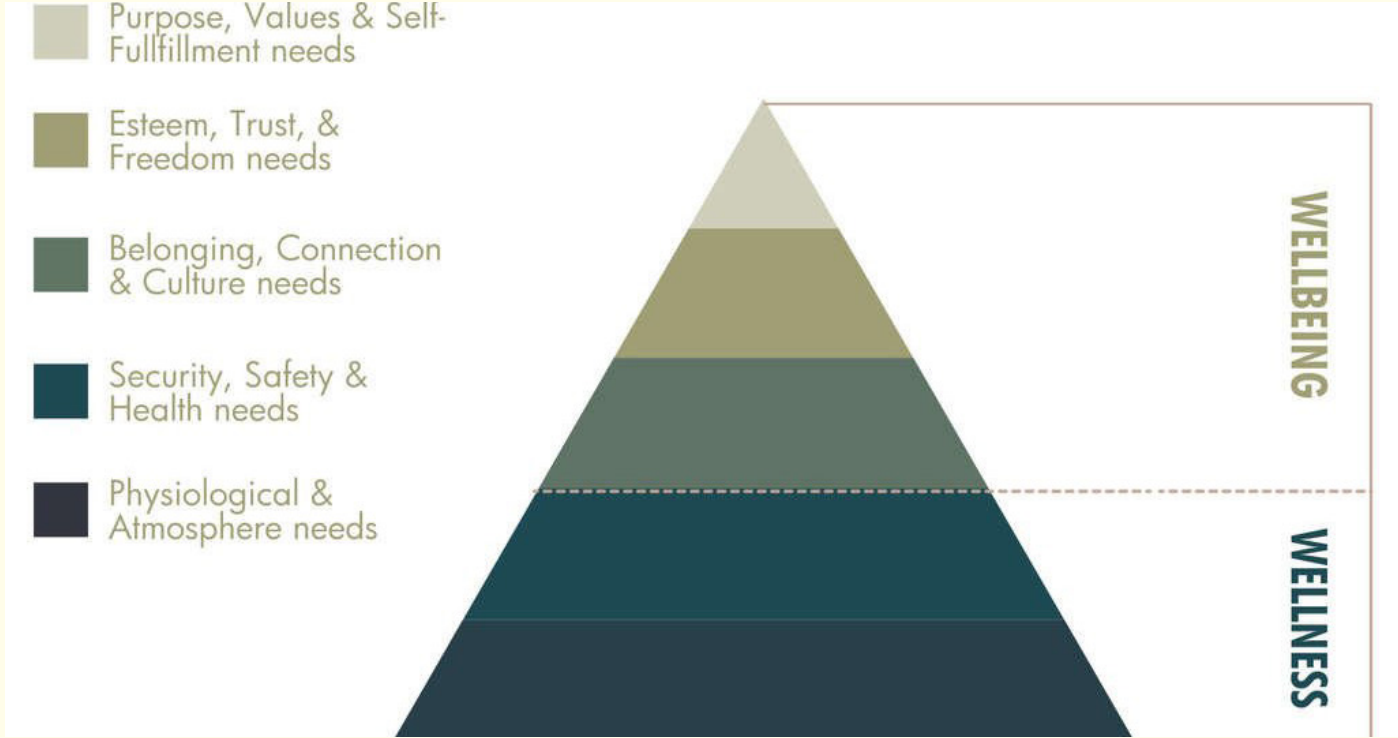
Walker, T., 2017. Introducing Gen Z. *HCM Uniting the World of Fitness* [online], (11) (November), 46-48. Available at: <https://www.healthclubmanagement.co.uk/health-club-management-features/The-Bannatyne-Group/32326> [Accessed 15 October 2021]

Wolf, N., 2015. *The Beauty Myth*. 2nd ed. Great Britain: Vintage

World Happiness Report, 2021. *Social Connection and Well-Being during COVID-19* [online]. Available at: <https://worldhappiness.report/ed/2021/social-connection-and-well-being-during-covid-19/> [Accessed 09 September 2021]

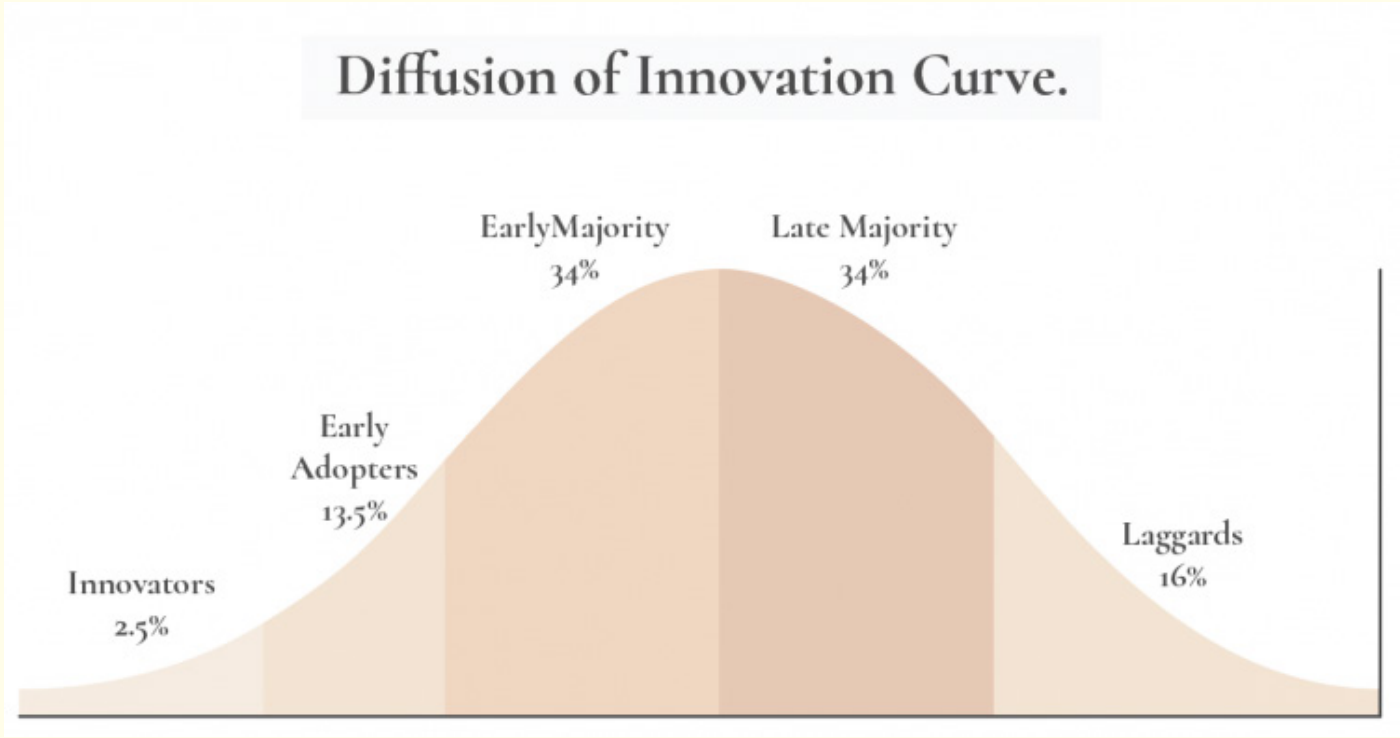
Your Fat Friend, 2020. *Having a Better Body Image Won't End Body-Based Oppression* [online]. Available at: <https://www.self.com/story/body-neutrality> [Accessed 12 August 2021]

APPENDIX 1



(Amore Social, n.d.)

APPENDIX 2



(Flaunter, n.d.)

