

Beat: Lifestyle

## THE NEW WELL, FIRST MAJOR EVENT In PARIS On The FUTURE OF BEAUTY AND WELLNESS

**BRANDS, CONCEPTS, EXPERTS, TEACHERS...**

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**USPA NEWS** - Well-Being is the Experience of Health, Happiness, and Prosperity. It includes having Good Mental Health, High Life Satisfaction, a Sense of Meaning or Purpose, and the Ability to manage Stress. More generally, Well-Being is just Feeling Well...

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- Every Aspect of your Life influences your State of Wellbeing:

Happy Intimate Relationship with a Partner - Network of Close Friends - Enjoyable and Fulfilling Career - Enough Money - Regular Exercise - Nutritional Diet - Enough Sleep - Spiritual or Religious Beliefs - Fun Hobbies and Leisure Pursuits - Healthy Self-Esteem - Optimistic Outlook - Realistic and Achievable Goals - Sense of Purpose and Meaning - a Sense of Belonging - The Ability to Adapt to Change - Living in a Fair and Democratic Society.

Beauty and Wellness often go Hand in Hand, and both Industries are undergoing a Makeover when it comes to how they cater to Customers' Evolving Needs. Greater Personalization, Connectivity, and Authenticity are changing how Consumers relate to, try, and buy Products and Services ; and Sustainability and Inclusivity are quickly becoming Priorities for Both Beauty and Wellness Companies.

While recovering from the Pandemic, we're dealing with the Extortionate Cost of Living and Energy Crisis, Environmental Collapse, and Political Turmoil. All this is driving Intentional Spending with a Desire to connect to Things that Feel Meaningful, whether that's with Products that spark Joy or do more for Less ; all while aligning with our Evolving Ethical Expectations. Beauty Brands should also expect Shoppers to challenge Transparency, Honesty and Accountability.

The Food Industry has undergone Significant Changes in the Past Decade, from Technological and Scientific Advancements to the Consumer-Led Growth in Demand for Healthier and more Sustainable Products. As 2030 draws closer, how will these Transformations shape the Food System of the Future?

Sustainability and Health and Wellness will continue to be Popular Consumer Trends and will drive further Change in the Industry... The Past Decade has seen a Sharp Rise in Interest in Sustainability from Stakeholders across the Food System. Consumers are becoming more aware of the Environmental Impact of the Food Industry and are demanding Sustainable Practices from Food Producers.

In the Midst of Lockdown, Tiffany Buathier founded The Good Live Magazine, in order to help her Community experience Confinement better! Beauty, Sport, Well-being, Food, Travel... many Subjects are covered and very strong Links are created with the Different Brands and Players (Experts, Teachers, Influencers) in this Beauty and "Care» Market. Three Years later and a Community of more than 30,000 People coming from all over France, The Good Live becomes THE NEW WELL: The First Major Event, B2B and B2C of this New and Growing Market!

THE NEW WELL is described to be the First Major Event on the Future of Beauty and Wellness bringing together Brands, Concepts, Experts, Sports Teachers, Chefs and also Professionals! Three Days of Immersion to discover, test, learn and trigger a Speech with more than 100 Brands but also a Sports Scene and Two Spaces for Workshops and Talks. The Crème de la Crème (in an Emblematic Place, in the Marais, in the Heart of Paris), gathered in the Heart of Paris for 3 days... Beauty, Well-being, Healthy Food, Sport, Travel, Yoga, Art and Innovation.

WHAT YOU COULD EXPECT

- \* 100 Brands and Concepts to test and shop
- \* Free Workshops and Talks with Key Personalities!
- \* Free Sports and Yoga Classes with the Best Teachers or Concepts in France
- \* Discovery of Beauty Tech and Wellness Tech
- \* Collagen/CBD/Juice and Superfood Drink Bar Tasting of Different Healthy Food and Drink Concepts...

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