



CHILLJOY[®]

Industry Information

Today's Busy Lifestyles

However, here are some general characteristics of today's lifestyle of people in America:

- **Fast-paced and busy:** Many people in America lead fast-paced and busy lives, with demanding jobs, long commutes, and hectic schedules.
- **Technologically connected:** Technology plays a significant role in the lives of many Americans, with smartphones, laptops, and social media providing constant connectivity and communication.
- **Sedentary:** A significant portion of the population in America leads a sedentary lifestyle, with long periods of sitting or inactivity due to desk jobs or leisure activities such as watching TV or playing video games.
- **Health-conscious:** Many Americans are increasingly health-conscious, with a focus on eating healthy foods, exercising regularly, and practicing self-care.
- **Diverse:** America is a diverse country, with people from a wide range of ethnic, racial, and cultural backgrounds, each with their unique lifestyles and traditions.
- **Stressed:** As previously mentioned, stress is a common experience for many Americans, with factors such as work, finances, relationships, and the pandemic contributing to high levels of stress and anxiety.



Impact of Stress

Stress can have a wide range of negative impacts on people's physical and mental health, including:

- **Increased risk of heart disease:** Chronic stress can contribute to high blood pressure, inflammation, and other factors that increase the risk of heart disease.
- **Weakened immune system:** Stress can weaken the immune system, making people more susceptible to infections and illnesses.
- **Depression and anxiety:** Chronic stress can contribute to the development of depression and anxiety disorders, which can negatively impact a person's quality of life.
- **Digestive issues:** Stress can cause digestive problems such as indigestion, stomach ulcers, and irritable bowel syndrome (IBS).
- **Sleep problems:** Stress can interfere with sleep, leading to insomnia or other sleep disorders, which can further contribute to stress and worsen its effects.
- **Skin problems:** Stress can contribute to skin problems such as acne, psoriasis, and eczema.
- **Memory and concentration problems:** Stress can make it difficult to concentrate and remember things, which can affect a person's ability to work or study..



Benefits of Massage

Massage has numerous benefits, both physical and mental. Here are some of the top benefits of massage:

- **Reduces stress and anxiety:** Massage has been shown to lower levels of the stress hormone cortisol, which can help reduce feelings of stress and anxiety.
- **Relieves muscle tension and pain:** Massage can help relieve muscle tension and soreness, reducing pain and stiffness.
- **Improves circulation:** Massage can help increase blood flow and oxygen to the muscles and tissues, promoting healing and reducing inflammation.
- **Boosts immune system:** Massage can help stimulate the lymphatic system, which helps the body fight off infections and diseases.
- **Enhances relaxation and sleep:** Massage can promote relaxation and improve sleep quality, helping you feel more rested and rejuvenated.
- **Improves flexibility and range of motion:** Massage can help increase flexibility and range of motion by loosening up tight muscles and reducing scar tissue.
- **Promotes overall well-being:** Massage can provide a sense of well-being and relaxation, which can improve mood and mental health.



Benefits of Meditation

Meditation can bring numerous benefits to our physical, mental, and emotional well-being. Here are some of the benefits of meditation:

- **Reduces Stress:** Meditation is known for its ability to reduce stress and anxiety by slowing down the heart rate, lowering blood pressure, and decreasing the levels of stress hormones like cortisol.
- **Improves Concentration:** Meditation has been shown to enhance concentration, focus, and mental clarity, which can be useful for work, study, and daily life.
- **Boosts Immune System:** Regular meditation has been found to boost the immune system, making us less prone to illnesses and diseases.
- **Enhances Emotional Well-being:** Meditation can help improve our emotional well-being by reducing negative emotions like anger, anxiety, and depression, and increasing positive emotions like happiness and contentment.
- **Promotes Better Sleep:** Meditation has been shown to improve the quality of sleep, making it easier to fall asleep and stay asleep.
- **Increases Self-Awareness:** Meditation can help us become more self-aware by helping us identify our thoughts, feelings, and behaviors, which can lead to greater self-understanding and personal growth.
- **Improves Relationships:** Meditation can also improve our relationships by helping us cultivate compassion, empathy, and understanding towards others.



Benefits of Brain Tap

Brain Tap is a technology-assisted meditation and relaxation system that utilizes a combination of sound and spoken word audio to help guide individuals into a relaxed and focused state of mind.

During a Brain Tap session, the user listens to guided meditations or affirmations that aim to stimulate various brainwave frequencies, such as alpha, theta, and delta, which are associated with relaxation, creativity, and deep states of meditation.

Benefits:

- **Relaxation and Stress Reduction:** Brain Tap aims to help individuals achieve a deep state of relaxation, allowing them to release stress and tension.
- **Enhanced Focus and Concentration:** By synchronizing brainwave frequencies, individuals enter states of heightened awareness and mental performance.
- **Better Sleep:** By inducing relaxation and calming the mind, individuals fall asleep more easily, improve sleep quality, and wake up feeling refreshed.
- **Improved Mood and Emotional Well-being:** The guided meditations and affirmations provided helps individuals cultivate positive emotions, reduce negative thinking patterns, and enhance overall emotional well-being.
- **Enhanced Performance:** Supports cognitive functioning and mental performance.



Wellness



Wellness is a massive cultural trend driven, in part, by people seeing an antidote to our increasingly over-connected lives.



Millennials, for whom wellness is an active, daily pursuit, are also a big driver of the wellness trend.



Wellness is a large universe with multiple articulations and a wide array of sub-trends.



Self-Care



Self-Care is also a massive recent trend and is defined as the “active pursuit of and participation in enhancing your physical, mental, emotional, and spiritual health.”



Self Care is one path to achieve an over all state of wellness. The recent spike in self-care is directly related to how uncertain, unstable and unsafe the world feels.



People are using self-care as an antidote to stress and prioritizing time and efforts dedicated to themselves.



Proactive + Control



Related to Self-Care, people are being very PROACTIVE with their Wellness – they're taking charge of it.



They are practicing self-care not only as an antidote but also to prevent the detriment that stress poses to physical, emotional, and mental health.



The Self-Care trend is motivated in part by how uncertain and chaotic the world feels– people are being proactive with their health and practicing self-care to feel in charge and in control of SOMETHING, anything.



Permissible Indulgence



There's a widespread need for ROUTINE, ongoing stress relief.



The definition of “permissible indulgence” has changed – it used to be about a rare feast and now it's about habitual, better-for-you treats. It's not about the twice-a-year big ice cream sundae, but instead it's about the tiny square of dark chocolate high in antioxidants a few times a week.



Permission to enjoy treats is an integral aspect of self-care and an “indispensable element of a physically and emotionally balanced life”



Wellbeing and Health as Status Symbols



Today's consumers want to be healthy and happy, no matter who they are.



Owning the most expensive or the latest goods has taken a backseat to looking good and feeling good.



Health is the new wealth, and healthy living and self improvement are becoming status symbols, replacing material possessions as status indicators.

