

exercising wellness in the age of isolation

a look inside the mind and mystery of Gen Z



Why Health & Wellness? Why Gen Z?

Health and wellness is a **multi-trillion dollar industry** and there's a lot of money to be made. People talk about Gen Z and Health and Wellness, but their observations are on the surface. **We go deeper.**

Currently in their **formative** years, Gen Z, the most diverse generation in history, is about to **take over the market.**

Who is Gen Z? 1995-2010

Gen Z is not only buying different things, they're **buying things differently.** "Gen Z is one of the first generations (as a cohort) to be **fluent in rapid information gathering.**"

what does h&w mean to Gen Z?

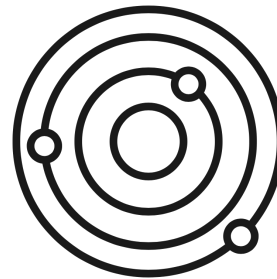
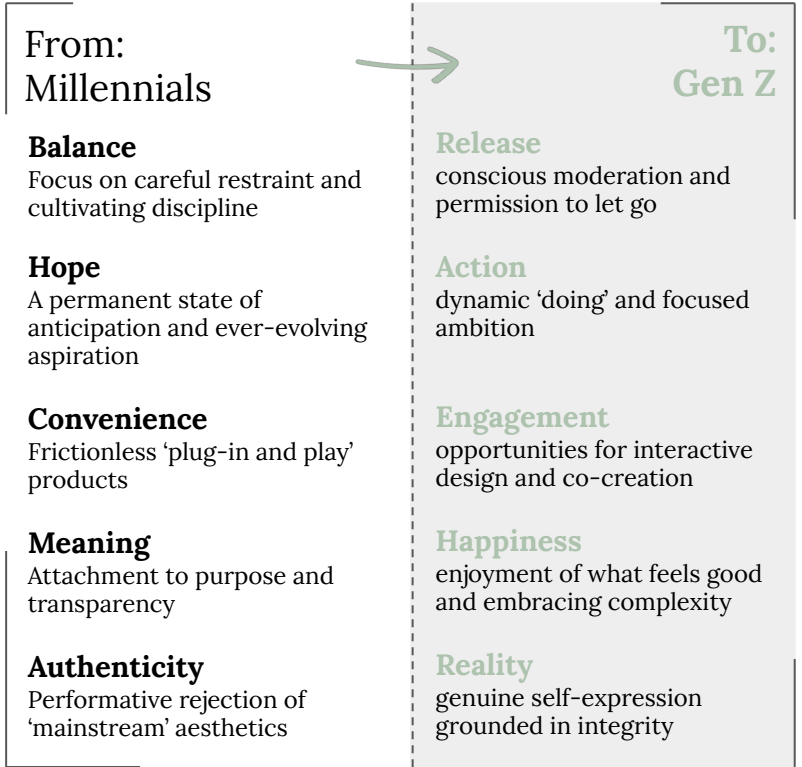
Wellness, as well as physical health, is a state of being that is a direct reflection of your mental health.

For Gen Z, wellness is achieved through being internally driven and create opportunities of introspection to guide your state of being.

I Make My Decisions Based On What Is Best For Me

Although I feel society's pressures to conform, I prioritize my sense of self - both mentally and physically. I thoughtfully curate a health and wellness experience that connects me to my own goals, making me feel in control.

the new generational shifts



Holistic wellness is a fluid, multi directional, holistic system with multiple components

Thought Starters and Applications



Connection

Gen Z uses technology, their intuition and lessons of past generations to **filter out the bad and safeguard the good as it relates to their wellness.** Staying focused on **genuine connections** is more and more seen as a **baseline necessity for wellness, in order to thrive personally or professionally.**



Control

Gen Z wants to feel in **control** and **avoid feeling unnatural or ordinary.** Provide them with opportunities to have an **open, unique, and authentic relationship with the health and wellness brands and products they interact with.**

"Health is a state of body. Wellness is a state of being."