

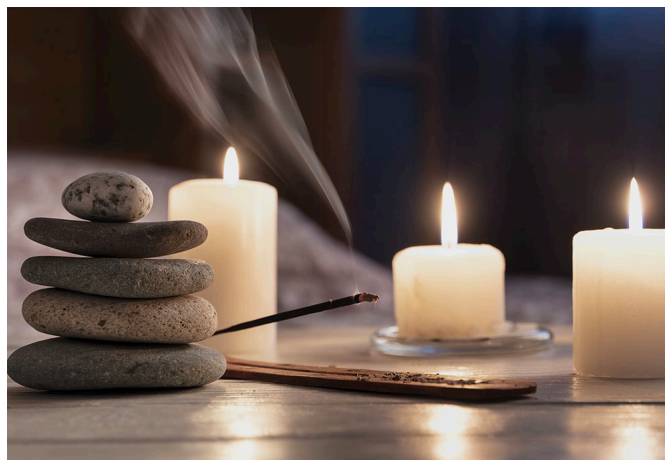


Meditation

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Meditation continues to grow and change in the spa and wellness industry, thanks to technological advancements as well as growing consumer demand. We reached out to industry experts to learn all about the latest meditation trends.



"There has been a noticeable increase in the number of people signing up for meditation workshops as life slowly returns to 'normal,' with all the usual stresses plus a few new ones! It is interesting to note that women and men around 27 in particular seem drawn to exploring their inner selves. Our lives run in phases, and it seems this is a pivotal time for many people. Throughout our childhood and teens we are naturally herd animals, forming peer groups at school and college. By the time we reach 27, we begin to develop a new self-awareness as we find our feet in new environments away from those groups. Meditation, particularly guided meditation, helps these young adults to grow in emotional stature as they learn how to center themselves, quiet their minds and find inner peace away from the pressures of work and social media."

— **Ebru Evrim, founder and owner of Ebru Evrim Yoga Pilates, North Yorkshire, England**

"We have seen an increase in interest for unique and customizable meditation practices. Many people are recognizing the importance of prioritizing their individual well-being. Meditation's definition is flexible, so we offer a variety of meditation methods that are both self-guided and instructor-led. Meditation through music, art, nature and community all provide personal experiences and an array of benefits for physical, mental and spiritual health."

— **Ellie Stefano, spa manager at Palo Verde Spa & Apothecary, Scottsdale, AZ**

"Meditation as a path toward mindfulness and stress management has come of age in the spa and wellness industry. People have been looking for effective, drug-free ways to unplug, and the Covid-19 pandemic accelerated this demand. Meditation and mindful practices will be important service offerings for the next several years and beyond. It's time for spas to embrace touchless technologies and meditation as valued services to meet the needs of our stressed-out clientele."

— **Jim Poole, president and CEO of Solace Lifesciences and NuCalm**

"Meditation will absolutely remain a strong trend in wellness and spa. The stress and anxiety of the pandemic brought an acute awareness of the importance of not only our physical health, but that of our body's well-being. This awareness of the mind-body connection is here to stay and will continue to fuel increased demand for mindfulness practices. Meditation is a natural fit, as it takes many forms and therefore can be easily integrated into countless services, limited only by our creativity. Whether it is the use of calming music, aromatherapy, sound healing, body treatments, color therapy, breathwork, crystals or any focused relaxation therapy, these practices help guests focus inward, calm their minds, bring about a release of stress and anxiety, and promote good sleep. Meditation's ability to enhance the ultimate relaxing experience leaves clients feeling refreshed, relaxed, more positive and calm, which supports

their need to take care of their overall physical, mental, spiritual and emotional well-being and health."

— **Terrie Absher**, licensed medical aesthetician and founder of Total Glow

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