

Wise Wellness

REPORT

2023
WELLNESS MOVEMENTS

WISe
WELLNESS GUILD

ABOUT US

YOUR TRUSTED WELLNESS EXPERTS

OUR VISION AND EXPERTISE

At WISe Wellness Guild we believe that when people build a healthy relationship with themselves, they can truly pour goodness into others.

Companies are simply the manifestation of the people they serve and employ.



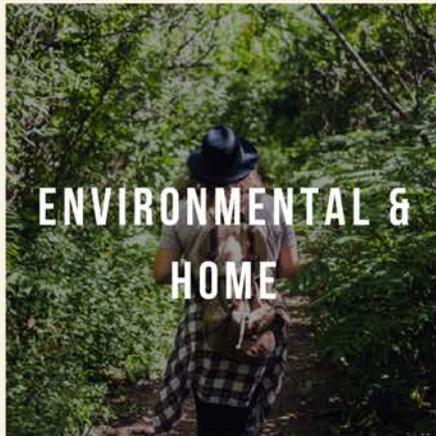
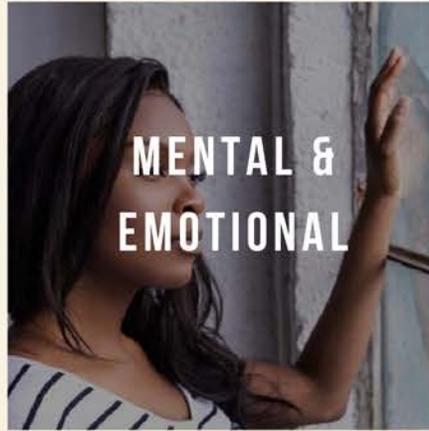
WHAT WE DO

We forge meaningful relationships between CORPORATIONS seeking to drive change, with largely WOMEN and MINORITY-OWNED wellness businesses to ultimately serve wellness consumers (and employees) in the best possible way.

WISE WELLNESS GUILD IS DESIGNED FOR SUSTAINABLE HUMAN PERFORMANCE.

WHAT DRIVES US

THE 8 PILLARS OF WELLNESS



OUR PARTNERS

GLOBAL REACH FOR MAXIMUM IMPACT

We've leveraged our relationships with over **400 businesses in 33 states and 6 countries** to understand emerging wellness movements. Our network of trusted partners identified and curated the top wellness movements that will influence the wellness industry in **2023.**

A FEW OF OUR PARTNERS



OUR SERVICES

Building wellness **BRANDS** and **EXPERTS** to better serve humans..



STRATEGY AND MANAGEMENT

From concept through execution, we provide comprehensive event production management. Small and large-scale projects and programming, both virtual and in-person.



SUPPORT AND CONSULTATION

We support businesses in building an effective brand strategy. We serve companies of all sizes to build consumer and employee-centric wellness strategies.



KOL CASTING AND MANAGEMENT

Rooted in aligned strategies, we support brands through connecting them with key opinion leaders (micro-influencers, physicians and small business owners) for producing effective campaigns.



INSIGHTS, TRENDS AND RESEARCH

Using proprietary tools, we can deliver data and insights to support brand innovation and research.



WELLNESS CONTENT AND RESOURCES

Using our extensive network of wellness experts, we're consistently growing our consumer wellness library.



WELLNESS RETAIL AND SAMPLING

Access to vetted brands, products and services through partnership KOL's, member events & services, and the WISE Wellness Marketplace.

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According to the Mayo Clinic and Healthline, sitting for long periods of time can be detrimental to your health. Weight gain, tight hips, tight back, anxiety, depression, heart disease and diabetes are some of the many issues that can come from sitting for long periods of time without minimum movement.

Fitness can be gentle.

The American Heart Association recommends that adults get at least 150 minutes of moderate aerobic activity a week. That's only 2.5 hours! So in simplest terms, moving just for 20 minutes a day can be very beneficial to your health.

Gentle movement impacts lymph flow + skeletal health.

Your lymphatic system (which transports lymph fluid through a network of tissues and organs) plays a huge role in immune function, fluid regulation, the absorption of lipids, and basically ridding your body of waste and other unwanted materials.

Gentle movement helps improve bone mineral density and protect against fracture by stimulating cells called osteoblasts, which are responsible for synthesizing and mineralizing bone tissue. Engaging in gentle weight-bearing exercise throughout the day is a great investment for your health.

It's easy to incorporate gentle movement into your life and company culture.

- Dedicate 10 minutes every hour to march in place at your desk, stretch, walking, riding a bike, gardening, swimming, or browse YouTube for a quick at-home or in-office workout video (yoga, Pilates or dancing).
- Incorporate gentle movement into meetings with "walk and talks" and stretch breaks.
- Be kind and patient with yourself. The name of the game is consistency and the habits will grow from there, before you know it, you've created a new lifestyle.



Tierra Turnage, Tii Fit Wellness
Fitness Instructor | Wellness Coach

The science for building Cognitive Reserve and Brain Reserve is evolving. The right kind of physical activity with targeted cognitive stimulation, socialization, and stress reactivity training can have a profound effect on how the brain handles decline.

5 PILLARS OF BRAIN HEALTH

1. Physical Exercise. Physical Exercise has positive effects on the anatomy, physiology and function of your brain. It can increase the size of the brain, especially in the hippocampus (the memory center), reduce the number and size of age-related holes in grey matter and slow and even halt degeneration in brain areas particularly those vulnerable to Alzheimer's disease.

2. Cognitive Stimulation. Research suggests that cognitive stimulation strengthens the connections between neurons and can create Cognitive Reserve, or back-up capacity for brain shrinkage that generally starts to occur in mid-life.

3. Stress Management. Some stress is beneficial in our daily lives, such as energizing us before a big presentation. However, most of us have trouble regulating this stress response and could benefit from better managing stress through breathing, meditation and some specific workouts.

4. Nutrition. What you put into your body can also impact how your brain functions. At Activate, we suggest the MIND Diet for our Members - it focuses on consuming more foods found in 10 brain healthy food groups (e.g., such as fish, vegetables, and nuts) and fewer foods found in 5 unhealthy food groups (e.g., red meat and fried foods).



5. Socialization. Engaging with others helps keep your brain sharp, can improve cognitive function, and, according to a 2017 study, can even help lower the risk of dementia. Activate is a community of Members - a place where you can stay engaged with others who are working towards a Better Brain, Better Body; a place where you can gather for a cooking lesson or an educational seminar.

Under-represented communities, such as LGBTQ+ and black communities, have anxiety about going to the doctor, because so many have had some negative past experiences/poor outcomes with healthcare providers.

Health Risks and the LGBTQ+ Community

The LGBTQ+ population faces higher rates of depression, anxiety incidence of suicide and, due to the chronic stress of continually coming out and being a minority, the LGBTQ+ population also has higher rates of heart disease. Lesbians face higher rates of certain breast cancers and other health issues. In the trans community, lack of access to gender dysphoria, help with hormones and other medical services is often rare. Christian Gausvik, MD, a gay physician from The Christ Hospital Physicians - Primary Care shared "that the biggest risk for the LGBTQ+ community is the risk of not getting adequate healthcare due to fear of discrimination.

"In the state of Ohio, it is actually legal to deny someone care in a medical setting based on their sexuality, making it even more important to know where they can receive supportive care."

Combatting Racial Healthcare Discrimination

Though Black Americans make up 13% of the U.S. population, they represent only 5% of physicians. Studies suggest black doctors could reduce the black-white male gap in cardiovascular mortality by 19%. Jamaa Health is building the largest database of black healthcare professionals in the world. It is a platform where patients can locate black physicians and healthcare providers by location, specialty, and insurance.



Dr. Christian Gausvik
The Christ Hospital

Resources for LGBTQ+

Dr. Christian Gausvik at [The Christ Hospital OutCareHealth.org](https://www.outcarehealth.org)

Resources for Black Patients

[Jamaa Health](https://www.jamaahealth.com)
[Tinyhood](https://www.tinyhood.com)

We recognize this is not a comprehensive list and support all underrepresented communities. These movements are where we are seeing organizations most often spending attention and funding in 2023.

FOOD AS MEDICINE

NUTRITION

The world is facing a global epidemic of diet-related chronic disease. According to research published in TheBMJ, "one of every five deaths across the globe is attributable to suboptimal diet, more than any other risk factor including tobacco."

Food As Medicine

A philosophy where food and nutrition aid individuals through interventions that support health and wellness. Research shows that eating more foods with healthy attributes like fruits, vegetables and healthy fats, and eating foods with less healthful attributes like added sugar and sodium in moderation can support a healthy lifestyle. We understand that food should be enjoyed, which is why our registered dietitians help people find foods that fit their budget, needs, and preferences — all without sacrificing taste.

Make More Informed Decisions

OptUP, a nutrition rating system, was created by Kroger to simplify nutritious food choices and to help you shop healthier, considering the complex relationships between the many attributes in food.

Easily Enroll Experts

Navigating nutrition can be easier when you can speak with an expert. Registered dietitians are the go-to experts to provide evidence-based, practical guidance as you navigate your food and health journey. "We believe healthy eating doesn't have to mean hating what's on your plate" says Kroger Dietitian Taylor Newman (PhD, RDN, LD). "Rather, we help you set and achieve your own goals, from nourishment for a health condition to personalized product recommendations for shopping and cooking tips".



"We have always believed in the power of Food as Medicine in managing and preventing disease before it starts"

Colleen Lindholz, President
Kroger Health

Dietary changes can improve one's health, however, it is important to realize how cleaning up one's diet can only do so much when you are absorbing an abundance of toxins and endocrine disruptors through your largest organ system, **your skin.**

Toxins are defined as anything our bodies cannot use to heal or make energy. The Environmental Working Group (EWG), who creates the Clean Fifteen and Dirty Dozen for foods, also works to help consumers understand the toxic and endocrine disrupting burden their cleaning and beauty products have on them.

Further, Obesogens are chemicals that disrupt the body's normal homeostatic controls in such a way as to promote adipogenesis and lipid accumulation, increasing the printing of fat in our bodies. They are chemicals to which individuals are exposed on an almost continuous basis, in the foods and beverages they consume and the products they use.

Reducing exposure to unwanted toxins looks like:

- 1. Using cleaning products that work** and won't make you or the environment unhealthy.
- 2. Switching to a fragrance-free, dye-free and/or eco-friendly** laundry detergent and fabric softener.
- 3. Using cosmetics that you can eat!** The creator behind the Intelligent Nutrients line of cosmetics believed that you should only put things on your skin that are safe enough for you to eat.
- 4. Keeping your overall beauty regimen clean.** These are clean products that AIM physicians, practitioners and employees use every day.
 - Odacité
 - Suntegrity
 - Revitin: Prebiotic Toothpaste



"Unlike conventional medicine that tends to focus on diagnosis and prescription, AIM for Wellbeing takes a much more comprehensive approach. By focusing on why symptoms manifest the way they do, AIM seeks to identify the root cause behind disease so that they can craft a personalized plan."

AIM For Wellbeing Mission

Designing, achieving and sustaining helpful change is difficult for individuals, teams and organizations, regardless of whether they're looking to change behaviors, skills, mindsets, aspirations, ways of working or even beliefs.

To achieve such changes requires planning, and Intentional Change Theory proposes a five stage approach, with each stage a different "discovery".

Stage 1 - Future vision

The first step towards change is visualizing where you want to get to. Intentional change requires an understanding of the future you want to create. Personally, this may be an ideal future self aligned to your values. Organizationally this may be an aspirational statement of your future position.

Stage 2 - Current reality

To understand what needs to change you need to have an honest picture of where you currently are. Self-opinion is seldom accurate, so external feedback on weaknesses and strengths is required to form an honest view of your current state.

Stage 3 - Gap and plan

The third step is understanding the gap between where you are and where you want to be, and planning to bridge it. Once you have a clear picture, you can create a plan to help you achieve your vision.

Stage 4 - Experiments

The fourth stage of change is to make changes, but to do so through experiments. Act on your plan. Experiment with doing new things and thinking, behaving and working in new ways. Create psychological safety and allow yourself to learn through failure.

Stage 5 - Support

The fifth stage is to make sure you get support along the way. Achieving and sustaining desired change is much easier with the right support. Seek advice, support and feedback from people who help you be your best.

"When you live with intention that means that your actions, words and behaviors should be congruent with what your stated values are."

Lauris Woolford, Executive Coach



Off-court coaches make up the network of professionals you rely on for advice and insights, sharing experiences, commiserating, and brainstorming. This type of coaching comes from professionals who have no official capacity with your business. They are someone who listens well and you trust their integrity.

Here is a three point game plan to get you started in building your network of off-court coaches:

1. Make alliances with other professionals in your field. While they may be competitors in the marketplace, they may also have a wealth of experience that could benefit you. Become curious about these business owners and ask yourself, **"What can I learn from them?"** When you identify a trustworthy person, reach out and start building a friendly, professional relationship in which you support one another from the sidelines.

2. Engage with inclusive groups (like WISE) and connect with professionals who have the skills you lack. No one is an expert in everything, so identify your weakest skills and then seek experts in those areas. Actively network through professional organizations and once you connect with someone personally, add them to your off-court coaching staff.

3. Be a mentor! While you identify professionals to add to your network, be the mentor someone else needs. Graciously offer your knowledge, experience, and time to build up another business owner. Most of the time mentors say they learn just as much from their mentee as they provide to their mentee. Helping someone else achieve their potential is a rewarding off-court coaching relationship worth having.

"Paid coaches and advisory boards provide vital guidance to any entrepreneur. For a broader mix of influencers, also build a network of off-court coaches. Whether they are in your field, experts in other fields, or proteges, these sideline connections fill a vital role that will increase the health of your business."

Cathy Lindemann, Business Coach



Effective rhythms management can—and should—be applied to every aspect of your life, including, and perhaps most importantly, your work. To perform at our best we must pace ourselves, rest and recover along the way.

Circadian Rhythms

Circadian rhythms are the 24-hour cycle that includes physiological and behavioral rhythms like sleeping. Diurnal rhythms is the circadian rhythm synced with day and night.

Ultradian Rhythms

Ultradian rhythms are biological patterns hardwired into your DNA—a function of your “clock genes,” which dictate how your body functions in time. Much like cardiac rhythms and brain waves, ultradian rhythms are measurable, observable, quantifiable physiological patterns that your body must maintain in order to operate properly. Ultradian rhythms are biological rhythms with a shorter period and higher frequency than circadian rhythms.

Managing Rhythms

When we don't honor our rhythms we signal "stress" in our bodies, and, while stress is a normal part of modern daily life, most people are not aware of the negative consequences of chronic stress on their health. Chronic stress suppresses your immune system, can upset your digestive and reproductive systems, increases the risk of heart attack and stroke, and speed up the aging process. It can even rewire the brain, leaving you more vulnerable to anxiety, depression, and other mental health problems.

Honoring Boundaries

Instituting a set of principles around your daily routine can go a long way in providing permission for healthy rhythm management.

- Institute flexible, meeting-free days in your organization to allow for people to understand their rhythms
- Set expectations and boundaries on email, Teams and tools like Slack that can create the feeling of "always on." Encourage "tech-free" timeframes.
- Strive for meetings that are :20 minutes or less, not to exceed 3-4 meetings a day
- Encourage breathwork and hydration rituals



Seasonal Affective Disorder (SAD) is a syndrome linked to depression and the annual occurrence of the change of seasons and daylight. SAD impacts over 10 million Americans, with women being four times more likely to be diagnosed. Through honoring this transition, SAD symptoms and help you feel a little more cheerful all year-round!

Bright Light Therapy (BLT). These nifty boxes emit full spectrum light (10,000 lux) similar to that of sunlight. 30-90 minutes per day is the usual recommended exposure time and best to do it first thing in the morning; you can do it over your cup of coffee or as you're getting ready for work. This intervention is powerful and you should definitely consult your doctor before practicing.

Exercise. Daily exercise year-round is essential to both physical and mental health, and multiple studies have proven the benefits of exercising and depression as it raises the serotonin levels in our brains. Maybe you dance, maybe you walk, maybe you swim or even run marathons. Just get moving!

Proper Nutrition. Although those delicious carbs and starches give you a quick boost of energy, they eventually rebound and leave you craving more of those tempting treats. Try to limit these foods when you are grocery shopping so they won't be in the house for you to over-indulge when you are bored and stuck at home on a snowy day. Hey, why not start the "New Year, New You" sooner?

Get Outside. With the lack of sunlight available during the day, the serotonin levels in your brain drop which negatively affects your mood. Studies have shown a 30-minute walk outside decreases the cortisol levels in your brain and increases those happy hormones. Nature, fresh air, and some sunshine will do your mood some good!

Therapist/Medication. In combination with the helpful techniques listed above; speaking to a therapist or being introduced to CBT (Cognitive Behavior Therapy) can be a positive outlet and allows you to speak freely of your obstacles to find ways to overcome them.

hello
mental
health®



Sustainability can feel like a huge, daunting concept. The concept of microsustainability focuses on sustainability at the individual, household or company level, enabling individual contributors to experience the outcome.

Why is this important?

We know that a little can add up to a lot, but more importantly, individuals who make change on a micro-level are most likely to make decisions on a macro-level if presented the opportunity.

Check out these three simple ways to make small, more sustainable choices at an individual level.

1. Do a waste audit. Over the course of a week, take a look at what you are throwing away the most. Adria Hall, owner of Koko Sustainable Living Shop said "I noticed I was using a lot of paper towels - it allowed me to make a more conscious decision to change my habits once I saw it in front of me!"

2. Use what you have. It may seem counter-intuitive for a business owner to encourage you to NOT buy something, but when you're as mission-focused as Adria, it's an easy suggestion. Take a look at your graveyard of old, half-used products. What are you not using? How can you find a new life for it?

3. Seek out community. You are the average of the 5 people closest to you - explore what people, brands, and content you're taking in each day, and ensure that it relates to sustainability. Progress over perfection - small changes can make a difference.



"Sustainability isn't one-size-fits-all. Less waste is the goal, but the journey will look different for everyone. Do what you can with the information and resources you have."

Adria Hall, Owner Koko The Shop

In the past two years, daily office operations have changed dramatically. We once designed office real estate to account for all employees to be in the office five days a week, and optimized space to fit the most seats. Today, we look at things a little differently. How can we study employee behaviors and trends to better inform workplace decisions—especially when it comes to designing spaces?

A Well-Designed Workspace Matters

In a 2019 Capital One study, the research found that 90% of office professionals agree that they perform their jobs better in workspaces that are well-designed. What does a well-designed workplace look like? Design elements like natural light and adaptable spaces are key, as is flexibility. **71% of employees agree it's important for their company's workplace design to be flexible** and 73% say they are able to work better when they have access to flexible furniture arrangements, like alternative desks. By studying new employee behaviors, we can re-envision how space works. These are just some suggestions on how the workplace can be designed to better support your team's new way of working. The key is to design for your culture, brand, and people by leveraging important employee data.

Data-Driven Precision

Employers can leverage key data about their teams and explore the intersection of people, process, and place to unveil solutions that make a positive impact. Groups like Kolar Experience Institute (KEI) unlock the ideas and solutions of industry thought leaders, researchers, design thinkers, architects, designers, and business leaders to make a greater impact with our clients and communities.



Well By Design

Sitting is the new smoking. Sit-stand desks, restrooms, staircases, and lounges situated well away from workspaces to encourage movement. Further, well-designed workspaces subtly incorporate elements of nature (such as plants, fresh air, and natural sunlight) to create a biophilic environment that improves health and productivity. This helps to improve concentration, enhances mental well-being, eases feelings of stress, and helps workers feel relaxed and creative.

Kelly Kolar
President & Founder of Kolar Design, Inc.

Interior design directly influences our wellbeing, and it can be the answer to the healing we crave. No matter the kind of healing you seek, you can build healing environments in your very own home.

To Relieve Anxiety, Properly Layout Your Room. Sometimes we can't explain why a space feels unwelcoming or suffocating. But oftentimes, a simple rearranging of the layout can help relieve tension. By doing so, you can create more room to live in, which consequently relieves anxiety, promotes creativity and encourages a better flow of thought. Eliminate clutter to improve organization; this can help achieve a better layout of your space for more opportunities to breathe easy. Read my previous blog post about why it's so hard to tidy up here!



To Reduce Depression, Add Good Lighting.

As a previous professional in clinical psychology, I know a little sunlight is not a cure-all for depression. It would be insensitive to assume so! But a continuous lack of natural sunlight in the home can trigger sadness and other habits of depression. If you live in a space without proper natural sunlight streaming in, assess your artificial lighting. Swap out bulbs with cool undertones for warm bulbs, and remove task lighting from spaces that require ambient lighting - such as your living room.

To Improve Your Mood, Rely on Plant Power.

There's a reason plant sales skyrocketed when the pandemic hit, right? But the value and significance of plants in our home can be traced back thousands of years. I'd say it has something to do with the biophilia hypothesis, a theory in which humans have a natural tendency to seek out other forms of life and connection to nature. Studies show that including plants - or elements of nature, and sometimes even wildlife - in the home can improve our mood and mental health.



Studies suggest that 75% of how we live is determined by our lifestyles and everyday choices.

Humans are obsessed with de-aging, dieting, and more. Yet, for most, none of these stick. For the few that live to reach 100 years of age in special regions of the world, something different exists to explain the longevity.

These special regions are referred to as Blue Zones - found in only five locations around the world, including Sardinia, Italy; Ikaria, Greece; Okinawa, Japan; Nicoya, Costa Rica; and Loma Linda, California. The shocking influx of centenarians found in these regions contributed to the well-known "Blue Zone diet" which in and of itself is a misnomer. Instead, it is a lifestyle. There are nine behavior similarities across the regions, that they believe are keys to a long life:

The Power 9:

1. Move Naturally. Exercise is incorporated into these communities in the form of their daily activities. Whether walking across villages to see old friends (Okinawa) or climbing mountains while tending sheep (Sardinia). Movement is essential to our greater wellbeing, both mentally and physically.

2. Sense of Purpose. They believe that they were put on this earth for a reason. This drive and purpose brings joy. The majority of our society, meanwhile, has a drive that is less of a deeper sense of purpose than it is a drive that turns humans into a machine.

3. Downshift. Those living in Blue Zones follow routines that shed stress. The drive of typical American culture's work system does not always afford us the time we need to downshift. While we have seen an upswing in encouraging stress-relievers like yoga, we seem to constantly fill our lives with "busy." Evidence strongly suggests that intense stress over time leads to the increase of disease



Dr. Sarah Crawford, PT, DPT, COMT, CMTPT
Owner of [Anchor Wellness](#)

article continues below



ANCHOR
WELLNESS

continued

4. Belong. Aiding downshift, Blue Zone centenarians belong to a faith-based community. This allows a sense of connection which can decrease stress and increase the amount of support one feels. For the majority of America, work and gain are often the higher priority. Those in Loma Linda, CA take Sunday as a break from work and to center around their religion. The sense of belonging and the choice to downshift seem to be connected.

5. Loved ones first. Above work, family members are valued. Grandparents and parents are taken care of, people invest in a significant other, and children precede work. Modernized western culture, meanwhile, is primarily individualistic; the "I" is emphasized over the "we."

6. 80% rule. At 80% full, centenarians cease eating. Most Americans have an issue with overconsumption. Though not highest, we are ranked high on the food waste statistics for the world. According to the World Bank Development Indicators, "Americans eat roughly 200 billion more [calories] than needed."

7. Plant slant. Vegetables, beans, and rice abound in meals. Meat is typically consumed around five times a month. Europe, in general, tends to consume less meat than America. Americans not only frequently consume meat, but they also consume fattier meats. According to the CDC, 11.3% of daily food is fast food. Fast food consumption greatly contributes to a variety of diseases, which the Blue Zones' people tend to be without.

8. Wine at 5. A glass or two a day is common practice. In America, drinking is often used as a social activity and alcoholism is a prevalent issue. Further, though, there are tangible, scientific differences between the drinks produced here and homegrown in the Blue Zones. For example, Sardinian red wine is incredibly high in antioxidants and vitamins compared to American wines. The key here is moderation.

9. Right tribe. These are social networks that support healthy behavior in a community that primarily adheres to similar values. This principle is supported by researchers from UNC Chapel Hill who found that "higher degree of social integration was associated with lower risk of physiological dysregulation."

Dr. Sarah Crawford, PT, DPT, COMT, CMTPT
Owner of Anchor Wellness



SELF-AWARENESS IN RELATIONSHIPS

In relationships, we soak in knowledge of our counterparts. We're hungry for what lights them up, what makes them tick, how they take their coffee. What's ironic, though, is that while we spend immense energy on learning our partner, we spend so little on learning ourselves. And this is where partnerships fall apart. Galia Collaborative, a mental health organization, shares four considerations for self-awareness in any relationship.

1. Attachment Style: Knowing your attachment style (and that of your partner) is absolutely key to understanding your own reactions and patterns in a relationship. With the knowledge of your own attachment style, you're empowered to use that information to connect more deeply to yourself and your partner and to move through the stickiest places in a relationship.

2. Core Values: Knowing our own values helps us understand what and who are most important to us. The reality of life is that we are constantly faced with decisions about how to spend our time, money, energy, and love. Our values are our guide to how to use those most precious resources.

3. Conflict Style: All genuine and healthy relationships involve conflict. There is no way that two messy, different humans can commit and not find difference. Awareness of our style gives us power to do something different and more productive, which prevents the ultimate killer in relationships: resentment and contempt.

4. Enneagram Number: Enneagram is a framework that offers insight into the core motivations of individuals. Unlike most systems of personality, the Enneagram doesn't box people into a "type" that ends up feeling self-fulfilling and limiting. Rather, it sheds an awareness of core wounds, personal drivers, and pathways for more fulfilling lives. Knowing your own Enneagram type enables you with a deep intelligence of your needs and vulnerabilities, allowing you to work toward finding wholeness on your own or in partnership.



"It's worth cultivating your relationship with yourself so that you can show up to other the relationships with the tools you need to create something beautiful."

Dr. Ashley Solomon, Licensed Clinical Psychologist & Leadership Coach

The Sober Curious Reset: Change the Way You Drink in 100 Days or Less

Ruby Warrington's 2018 book, *Sober Curious*, was an illuminating conversation starter that asked you to consider, "Would life be better without alcohol?" thus sparking a global movement of people reevaluating their relationship with alcohol. Five years later, "sober curious" movement has taken hold, introducing new opportunities to redefine how we unwind, gather and celebrate.

In *The Sober Curious Reset*, Ruby invites readers to apply the Sober Curious philosophy to their life, guiding them through a 100-day process of radically rethinking their drinking. Each "day" features observations, exercises, and insights, offering a more profound process of self-discovery than common month-long programs like Dry January or Sober September. Friendly, honest, and totally non-judgmental, the Reset is designed to help you unmask the deeper "whys" behind your drinking and create a truly sustainable shift in habits — so you can live with more presence, focus, and overall well-being.

The Sober Curious Reset is not about preaching total abstinence — rather, it's about empowering readers to make the right drinking choices, whatever this may look like for them. **Get your copy now!**

Ruby Warrington
Author, *Sober Curious* Podcast

MISCEL.

TRY A MOCKTAIL RECIPE!

Lemon, Ginger, Iced Tea

Ingredients

- 3.5 cups Water, divided
- 3 bags Black Tea
- 0.5 cup White Sugar
- 0.5 inch Ginger, peeled (optional)
- 0.25 cup Lemon Juice
- 1-2 dashes Bitters

- Bring 2.5 cups of water to a boil. Add tea bags and brew according to package directions, 3 to 4 minutes.
- Strain off tea bags (do not squeeze or press down on the tea bags as you strain them or the tea will be bitter).
- While tea is brewing, combine 1 cup water, sugar, ginger, and lemon juice in a small saucepan. Bring to a simmer and simmer just until the sugar is fully dissolved. Pour syrup through a fine strainer (this will remove any pieces of ginger or lemon pulp).
- Combine tea and simple syrup. (Note: Taste the tea as you go and reduce the amount of simple syrup if you'd prefer it less sweet.)

Makes 3 servings

Pour
MOBILE WINE BAR



Zonieke Alston-Betts
Mixologist & Owner of **POUR Mobile Wine Bar**

www.wisewellnessguild.com

It's not surprising that more people are prioritizing wellness when making travel plans following months of lock down and isolation. Travel agents report people are seeking to re-balance their mind, body and spirit with outdoor adventures, now that travel restrictions are easing.

The Global Wellness Institute is forecasting an annual growth rate of 21% in wellness travel from 2020-2025, with wellness travel expected to outpace all other sectors of the overall wellness economy during that time.

Hotels, spas and retreat centers are adding services to accommodate the growing demand for open-air escapes. Activities such as fishing, bicycling, stargazing and camping are in big demand.

Shinrin-Yoku

One of the newest outdoor activities to arrive on the scene is Shinrin-Yoku, a wellness practice that started in Japan in the 1980s and literally translates to "taking in the forest atmosphere" or "forest bathing." Many people are comparing the rapid adoption of this wellness practice to yoga and meditation.

Wellness Tourism

According to Spafinder, "forest bathing programs are appearing on menus at several high-profile destinations, with properties putting their own innovative spins on the concept." Properties include Blackberry Farm in Tennessee, Woodloch Lodge in Pennsylvania and Trout Point Lodge in Nova Scotia - just a few of the many properties offering forest bathing.

ParkRx

Park Prescription programs are diverse and ever-evolving, often including collaboration between park and public land agencies, healthcare providers, and community partners.

Forest bathing experiences offer transformation in mental and physical state - from feeling lethargic and uncertain, to energized and focused.

Spending time in nature has been shown to help lower blood pressure and cortisol levels (stress hormone), slow pulse rates, and ease anxiety and depression symptoms.



Pam Lowe Cho
Executive Coach, Trek Coaching Outdoors

The definition of healing is the process of making or becoming sound or healthy again. But there's a piece missing! The human body needs to become whole again to be healthy and sound.

Whole-Self Reset

Humans are designed to work as a whole or holistically - mind, body, and spirit. Therefore, in order for the human body to be fully healed, it must become whole again. The body has a natural ability to adapt or reset after short periods of intense stress when allowed to recover. However, after or during a long period of intense stress, it can be difficult for the body to naturally reset because this has become its new normal.

Identifying Subconscious Influencers

Energy healing helps the human body to reset and reconnect to its whole self. Healing can range from getting re-energized through bodywork to intuitive work which goes deeper by identifying subconscious influencers such as limiting beliefs and negative experiences challenging the ability to change and transition into a healthier, happier way of living.

The body stores traumatic experiences and emotions, much like muscle memory. Once experiences from the past and behavioral patterns which are no longer positively serving them are identified, they can be let go or reframed into something positive. Finding the core or root of when things got stuck is important.

While energy healing is not new, it is becoming more accepted as more people look for gentle, noninvasive methods of healing and maintaining their health and well-being.



"Energy Healing is safe for all ages and works well when it is part of one's overall healing protocol. Many clients also work with psychologists, counselors, physicians, or coaches. Having a full team to support them creates long-lasting results."

Sue McLaughlin

Founder, Inner Source Living, LLC

MONEY ARCHETYPES

FINANCIAL

Overall, humans have a hard time grasping the very nature of what an emotion is and, then, what to do with it once it is encountered. Whether it is a bursting closet full of clothes disguised as "retail therapy," a house full of cookies cloaked as "inner child reward," we oftentimes do not explore the "why" of our spending habits.

People spend time and money on seemingly innocuous contests or resist spending on things that bring them joy all because of unaddressed emotions around money. Feelings of regret, lost opportunity, and failure are being glossed over with stories of things like "tradition," or "treating myself" with things we somehow deserve.

Addressing emotions around money free us from the automatic spending, the flimsy justifications and the artificial (but comforting) silos in order to focus on financial goals.

Money Archetypes

Money Archetypes are a way of understanding how you are in the world, especially around finances - how you think, feel, and behave with money. There are 8 core archetypes:

- The Accumulator - The Inner Banker
- The Alchemist - The Inner Idealist
- The Celebrity - The Inner Big Shot
- The Connector - The Inner Relationship Creator
- The Maverick - The Inner Rebel
- The Nurturer - The Inner Sponsor
- The Romantic - The Inner Hedonist
- The Ruler - The Inner Empire Builder

"I'm all for allocating money to JOY but only once people can discern real joy and what masquerades as joy. However, it starts with identifying and addressing your emotions and breaking down silos, so your money works in concert with what you truly value and who you really are."

Liz Kitchell, Founder of SheMoolah

*She*MOOLAH
I CAN • I WILL • NO REGRETS



It is so tempting to think about financial health as something we achieve, like it's a big number at the end of an arrow we just need to find. But that is like saying we can achieve physical, mental and emotional health by reaching a certain BMI. Taking care of ourselves financially isn't about one number; in fact, some of it has nothing to do with numbers at all. **Being financially fit has more do to with maintaining resources, everything from dollars and cents to awareness and self-worth.**

Measuring Fitness

If we want to improve our financial fitness it helps to know what success looks like. The challenge with money is that we equate success with having nice cars, big houses, and fancy clothes when really, what we see externally tells us nothing about someone's financial life. We can't see if someone spends every penny of their paycheck, accumulates debt, is petrified of going broke or is in constant conflict with their partner about money.

Other people simply aren't a great barometer for gauging our own financial success. That is why it is so important to focus on what fulfillment means to us when we decide how to utilize our resources. **Write down your goals and visualize what you want!**

Attaining and Maintaining

Converting what we want into action is often when we get stuck. We might not have (or think we have) the knowledge, the confidence, the discipline, the motivation, the time, or the money to progress. Whether we need technical advice, an accountability partner or help using money in a constructive way, there is (finally!) guidance out there that meets us where we are.



Financial planners help fit all the financial pieces together and many are working in more accessible ways, like offering hourly or monthly subscription services. Financial coaches help with budgeting, tackling debt and aligning spending with our values. Financial therapists help grow our skills to overcome money avoidance and vigilance, addiction and dependence, and conflict around money.

Let's connect



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