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**UNPACKING
HEALTHCARE**

THE ADDITIVE HEALTH MOVEMENT



UNPACKING ADDITIVE HEALTH

The technological revolution has given us unprecedented access to information, fads, and opinions. Never before have perceptions around health moved so rapidly.

Emerging trends have exposed a major shift in thinking around wellness, so much so that it amounts to a full blown movement. **The Additive Health Movement focuses on pleasure and positivity rather than deprivation and sacrifice.** Though messaging around minimalism and reductionism are still present in the category, the new ethos is to make healthy lifestyle choices as a means to gain, rather than to lose.

Kelton's Cultural Insights team is **Unpacking Healthcare** – using cultural cues to dissect intrinsic human themes by exploring their historical roots, shifting expressions, and highlighting brands at the forefront. This booklet is the first in a three part series on Healthcare. Use it to anticipate changing perceptions, discover emerging whitespace, and inspire new ways to connect with your Customer.





FOOD + NUTRITION



HISTORICAL ROOTS

RAW FOOD MOVEMENT

Popularized in the 80's, the Raw Food Movement's call to maximize nutritional value is reflected in modern Vegan and Paleo diets today.



MAINSTREAM INTERPRETATION

COLD PRESSED JUICERO allows consumers to make their own cold-pressed juices at home, preserving more nutrients than a traditional juicer.

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MORE LEFT IN

From exotic juices to au naturel noshes, more and more consumers are opting for products that skip the 'food industrial complex.' Viral documentaries and popular TV shows are educating the public about how pasteurization and other techniques can diminish the nutritional value of food, causing shoppers to reach for minimally processed options.

ELIXIR CULTURE

Other companies are also finding ways to provide products that pack a true nutritional punch. Where diet and slimming drinks once reigned, pint sized concoctions packed full of vitamins and nutrients have stolen the spotlight. Many consumers swear by these modern day elixirs to keep them in peak physical condition.

HISTORICAL ROOTS

MAGIC POTIONS
Today's concoctions tie back to our culture's fascination with magic potions, which were once believed to grant powers, preserve youth, or radically transform us.

MAINSTREAM INTERPRETATION

SUPER JUICE
A hyper evolution of smoothie culture, **Belmont Raw's** line of elixirs offer numerous health benefits and feature empowering names like 'Strength,' and 'Revive.'



HISTORICAL ROOTS

THE WHOLE FOODS REVOLUTION

The movement towards more organic, chemical-free, and locally sourced ingredients took the US by storm in the early 2000s.



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ALL-INCLUSIVE GOODNESS

The Additive Health Movement isn't limited to fringe and niche health brands—larger companies have learned to play in this space as well. Fast casual titans are positioning around the idea that a healthy lifestyle is a balanced lifestyle— one that includes burgers and other indulgences made with fresh ingredients as well as seeds and salads.

MAINSTREAM INTERPRETATION

HEALTHY INDULGENCES

Fast casual restaurants like **Shake Shack** don't pretend to offer healthy fare, but widely advertise their food's quality and freshness.



PROVEN POWER UPS

Niche companies and mainstay brands are incorporating ancient grains and other superfoods to go beyond basic goodness. The use of exotic, nutrient-dense ingredients to get more energy or glowing skin creates a “health halo” around an otherwise ordinary product, attracting more consumers.

HISTORICAL ROOTS

ANCIENT ENERGY: For centuries, people across cultures have relied on natural food sources to increase energy levels and productivity.



MAINSTREAM INTERPRETATION

CHIA SEEDS
Companies like **Mamma Chia** use trendy ancient go-to's like chia seeds to pack foods with extra nutrients and antioxidants.



A person is rappelling down a rock face, holding a bright green rope. The scene is set against a sunset background with warm, golden light. The person is wearing a yellow shirt and a harness. The rope is coiled and extends across the frame. The overall mood is adventurous and active.

FITNESS + FUN

FANTASY FITNESS

Gyms are no longer just for jocks. Fitness classes now come in all forms, and even cater to specific fandoms. As nerd culture seeps into common ideas of cool, fitness classes have emerged that allow fans to indulge in roleplaying fun while still getting a solid workout.

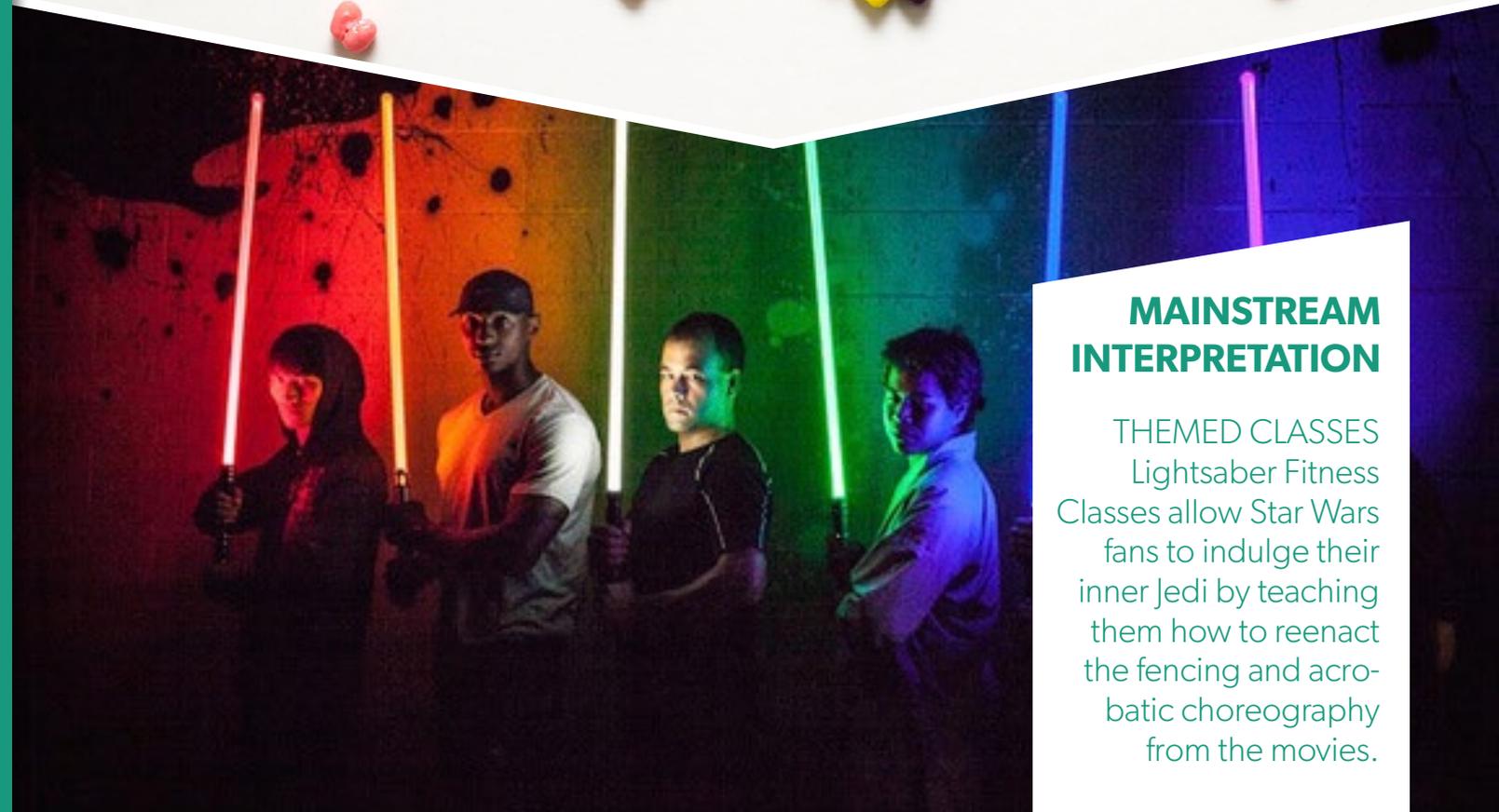
HISTORICAL ROOTS

NERD PRIDE
“Nerding out” is no longer a source of shame, but a celebrated mark of pride. Nerd culture has flowed into everything from movies and TV to fashion.



MAINSTREAM INTERPRETATION

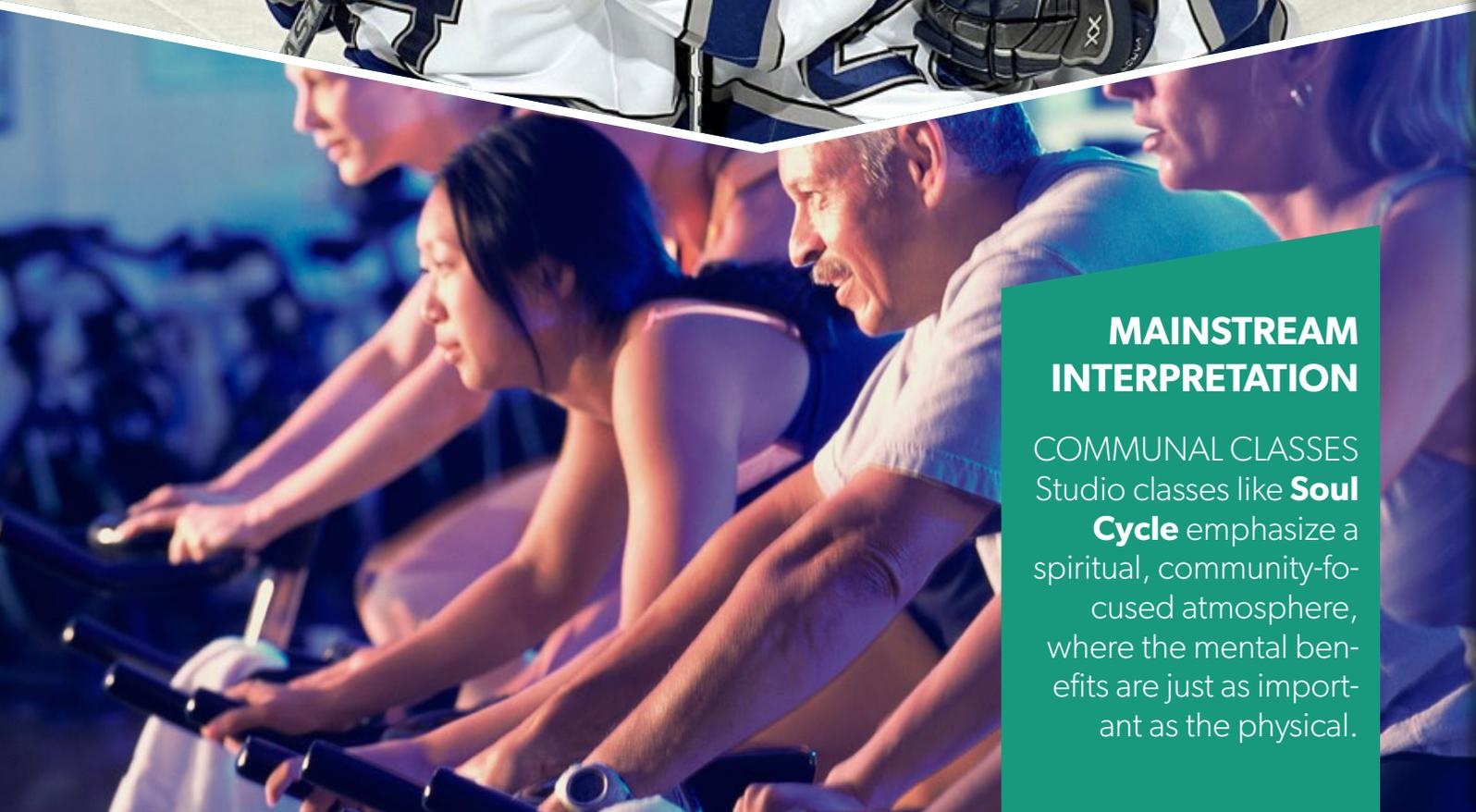
THEMED CLASSES
Lightsaber Fitness Classes allow Star Wars fans to indulge their inner Jedi by teaching them how to reenact the fencing and acrobatic choreography from the movies.





HISTORICAL ROOTS

SPORTS TEAMS
Clanning connects back to the idea of team sportsmanship, where players share a goal and a collective sense of achievement.



MAINSTREAM INTERPRETATION

COMMUNAL CLASSES
Studio classes like **Soul Cycle** emphasize a spiritual, community-focused atmosphere, where the mental benefits are just as important as the physical.

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CLANNING CRAZE

Fitness aficionados are forgoing individual exercise in favor of lively group classes that focus on working together as a unit to achieve a goal. This phenomenon satisfies the need for genuine human connection—an increasingly unmet desire in a world where we're constantly digitally plugged in.

ALL-IN-ONE WELLNESS

Going to the gym just isn't enough anymore— it's about body, mind, and soul. As being healthy becomes more of a lifestyle and less of an isolated activity, spaces have emerged that go beyond fitness by catering to every aspect of a person's wellbeing.

HISTORICAL ROOTS

BATH HOUSES
Bath houses in ancient Greece and Rome acted as centers for social and recreational activity, in addition to spaces for exercise, relaxation, and hygienic maintenance.



MAINSTREAM INTERPRETATION

ONE-STOP SHOPS
Centers like **Wanderlust Hollywood** offer concerts, wine tastings, and spaces to eat and socialize, in addition to traditional fitness facilities.



HISTORICAL ROOTS

MOBILE GAMING
Smart phones introduced the video game pastime to a wider population, leading consumers to appreciate gamified elements in our lives.

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GAMIFIED HEALTH

Apps that gamify working out are popping up left and right, and wearable technologies are fueling friendly competition. By incorporating features that act as motivators, these tech-forward fitness advancements make exercising fun rather than a chore.

MAINSTREAM INTERPRETATION

MOBILE MOTIVATORS
Mobile apps such as **Fitocracy** allow users to treat their workouts like video game levels, gaining experience, unlocking rewards, and 'leveling-up' as they go.

A warm, golden sunset background with a person's silhouette in the foreground. The person is wearing a dark, long-sleeved top and has their hand near their face. The text "BEAUTY + ESTEEM" is centered in a white box.

BEAUTY + ESTEEM

STRONG IS SEXY

The trend toward expanding our definition of female beauty to be more inclusive and body positive has spurred a shift in focus from superficial goals to health-driven results. Building physical strength and achievement-based confidence is increasingly the intention and the goal, and skeletal physiques are a less celebrated ideal.

HISTORICAL ROOTS

ROSIE THE RIVETER
The World War II icon was not just a call for women to enter the vacant workforce, but also an emblem of female strength and empowerment with a lasting legacy.



MAINSTREAM INTERPRETATION

GAIN TO WIN
A new wave of fitness reality TV, most notably NBC's series **Strong**, focuses on contests looking to improve their strength and conditioning.



HISTORICAL ROOTS

HONEST MARKETING
Dove's Real Beauty campaign celebrated women for what they truly were, and had a resounding impact throughout the beauty industry.



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REALISTIC REFLECTIONS

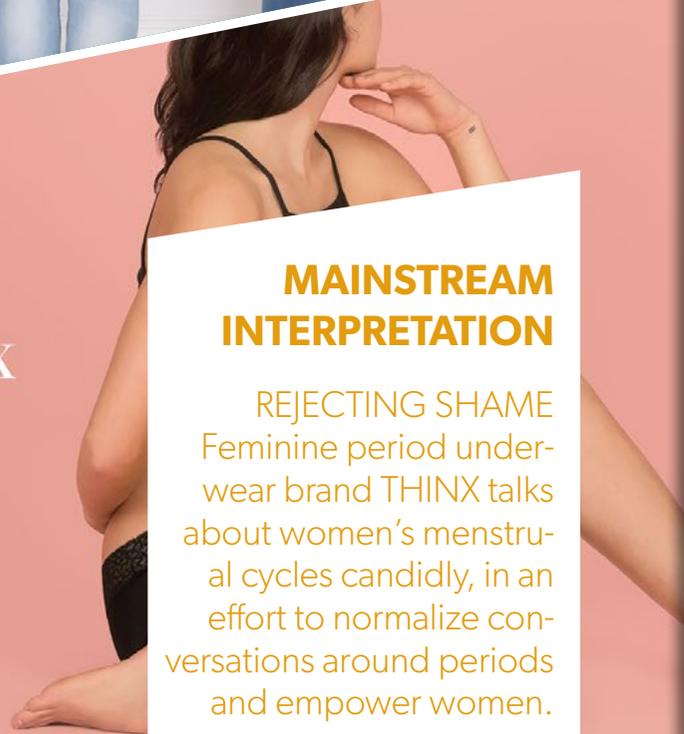
As consumers call for more inclusive and honest marketing, free from the touches of Photoshop or unrepresentative artificiality, brands have responded by speaking about bodies in a much more open and realistic way.



THINX

MAINSTREAM INTERPRETATION

REJECTING SHAME
Feminine period underwear brand THINX talks about women's menstrual cycles candidly, in an effort to normalize conversations around periods and empower women.



EVERYDAY ATHLEISURE

Fitness apparel is becoming culturally normalized as everyday wear, and activewear companies are manufacturing more and more athletic garments that can be worn both in and outside the gym. Activewear brands play into the notion that being healthy is an aspirational identity, expressed at least in part by the clothing you choose.

HISTORICAL ROOTS

THE VARSITY JACKET
Emblem-embellished bomber jackets of high school days signified not just one's team affiliation, but one's athletic prowess, as well.

MAINSTREAM INTERPRETATION

FIT IDENTITY
Activewear brands like Outdoor Voices offer athletic chic apparel with hipster cred, allowing consumers to craft a stylish persona that nods to an active lifestyle.



HISTORICAL ROOTS

HONEST MARKETING
Dove's Real Beauty campaign celebrated women for what they truly were, and had a resounding impact throughout the beauty industry.



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HEALTHONISM

For some fitness aficionados, being healthy and indulging in hedonistic pleasures (specifically, drinking and clubbing) aren't mutually exclusive. Certain fitness facilities have found ways to marry the two, incorporating the work hard, play hard mentality into the traditional studio setting.

MAINSTREAM INTERPRETATION

REJECTING SHAME
Feminine period underwear brand THINX talks about women's menstrual cycles candidly, in an effort to normalize conversations around periods and empower women.



KEY TAKEAWAYS FOR BRANDS IN THE AGE OF ADDITIVE HEALTH

1

Focus on preserving what's naturally good about you or your products.

2

Don't be afraid to cater to niche audiences. Small, passionate fan bases can point you in the direction of emerging trends.

3

Create spaces of social connection and friendly competition.

4

Speak candidly with your audience to create intimate connections and be more relatable.

5

Empower your consumers by offering them a means to feel good about themselves.

Kelton's Cultural Insights Team helps the world's best brands incorporate the latest trends into their brand strategy, product, and service design. We'd welcome a discussion with you.

GIVE US A RING

— OR —

DROP US A NOTE.

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