Health, Cosmetics & Pharmaceutical
Trend Report for Cámara de Comercio de Bogotá

Bio-Med Skin
Diet-Tech
Tech-Assisted Surgery
Cosmetic CBD
Our goal is to help you find better ideas faster. With our data-driven, cost-effective research, we want to help you be more successful with less effort. We want to help you adapt and win:

- **Dive Deeper**
  Next time you have a big project or important meeting, get focused, custom filtered work from the world’s largest, most-updated trend platform.

- **Work Smarter**
  Instead of relying on gut instinct, we can help you quantify opportunity with inspiring ideas and data-driven research from our 100,000,000 person focus group.

- **Save Effort**
  Our research can be customized in a dozen ways so you can more efficiently find better ideas, faster.

When that big urgent project comes along, your big CEO meeting pops up, or that junior person has an interesting curiosity, send us a note and we’ll help you quickly scope opportunity.

Cheers,

Jeremy Gutsche | jeremy@trendhunter.com
CEO & Award-Winning Author | JeremyGutsche.com

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Meet Your Advisor!

Ady

My role as your advisor is to help you think creatively, stay ahead of cutting-edge industry trends and find better ideas, faster.

Working at Trend Hunter has allowed me to explore various industries and dive into a wide range of topics. However, I’m especially drawn to experiential marketing and unique culinary innovations.

I’m always available when you have questions, or ideas for topics based on upcoming projects and curiosities. Feel free to reach out!

Cheers,

Ady Floyd

Research Advisor
ady@trendhunter.com
Learn more about our process, and programs in the appendix.

Our Services
- Your Dedicated Advisor
- The #1 Trend Network
- Big Data
- AI
- Crowdsourcing

Our Process
1. #1 Largest Network
2. 1.75 million people
3. 5,000 ideas/week
4. 120,000,000 people
5. Data-driven insights

Accelerator Program
- Research & Training
- Year-Long Trend Platform
- Presentation & Workshops
- Identifying Needs
- Action Plan

Definitions
- Product
- Brand
- Experience

The #1 Trend Platform
- 5,000 consumer insights
- 3,000 articles
- 10,000 trackable topics
- 80+ categories of Trend Reports

Award-Winning Methods
- The New York Times
- USA Today
- #1 Bestseller

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Custom Report Briefing

Custom Topic: Health, Cosmetics & Pharmaceutical

Prepared for: Cámara de Comercio de Bogotá Team

Prepared by: Ady & Courtney

Briefing: This report is designed to explore new products, services, innovations and advancements within the industries of health, pharmacy and cosmetics.
Bio-Med Skin
Bio-medical skincare innovations afford users professional self-care routines at-home

Waterless Cosmetic
Waterless cleansing products are emerging within the beauty industry

Restricted Cosmetic
Brands associated with enhancing beauty accommodate various conditions

Cosmetic CBD
CBD Skincare products gain favor with consumers looking for the next big ingredient

Cosmetic Probiotic
Skincare brands incorporate probiotics into their products
Highlights

Featured Clusters

19 Beautifying Cosmetic Boosters
From Aromatic Fragrance Enhancers to Foundations Mix-In Mediums

97 Health-Enhancing Mobile Apps
From Social Health-Tracking Apps to Predictive Healthcare Apps

13 Wearable Wellness Patches
These Wearable Patches Aid in Tracking, Sleep-Boosting & More

Featured Examples

Optimized Probiotic Supplements
The ATH Gut Health Probiotics: Pro Series Supplement is Complete

Blockchain-Powered Insurance Platforms
Aetna Partners with IBM to Streamline Insurance Claims

Free Health Insurance Coverage
Healthpoint Promotes Inclusive & Equal Health in Africa Every Year
i. Consumer Insights

High-Level Patterns & Examples

Consumer Insights are the crown jewel of Trend Hunter. They are premium, subscriber-only articles based on clusters of specific examples. Each insight is identified using our crowdsourced, crowd-filtered methodology. We use a combination of algorithms, consumer data and editorial curation to identify patterns of ideas that score highly among our audience. Consumer Insights are intended to teach you about creativity in other industries, so that you can bring unique, high-level creativity to your own brand. Competitive advantage comes not from closely benchmarking yourself to the developments of your competitor, but by looking for inspiration that can revolutionize your industry.
Bio-Med Skin

Bio-medical skincare innovations afford users professional self-care routines at-home

Implications - The rise in biomedical beauty products has allowed consumers to take part in skincare routines at home that were once only performed in medical spaces, spas and high-end beauty shops. This shift comes as consumers prioritize the health and wellness of their skin, and want to have more control over how they can manage it, striving for what is specifically made for them as opposed to what is mass marketed to the general public.

Next-Gen Facial Devices
Foreo UFO Transforms the Way Face Mask Treatments are Applied

3D-Printed Face Masks
Neutrogena MaskiD is Set to Be Introduced at CES 2019

AI Skincare Platforms
CES 2019 Introduced Consumers to the 'Olay Skin Advisor'

Skin Analysis Accessories
HiMirror's 'HiSkin' Amplifies the Power of Its Smart Mirrors

Smartphone Skincare Scanners
Neutrogena's Skin360 App and SkinScanner Determines a "Skin Score"
Bio-Med Skin

Bio-medical skincare innovations afford users professional self-care routines at-home

What is your brand doing to leverage new forms of technology to satisfy the various needs of your target audience?
Waterless Cosmetic

Waterless cleansing products are emerging within the beauty industry

Implications - The cosmetic industry is exploring ways in which their consumers can have more accessibility to hygiene and cleanliness through waterless products. These new innovative formulas assist in the conservation of this natural resource, while benefiting those who don’t have access to clean water. These products appeal to consumers who prioritize eco-friendly initiatives in their purchase decisions, while also appealing to those living "nomadic" lifestyles.

Waterless Hair-Cleansing Foams

Ouai Offers a Convenient Method of Cleaning Hair Without Washing It

Score 5.9

POPULARITY ACTIVITY FRESHNESS

NEWS

OWA Haircare is Introducing “the Future of Haircare”

'Clensta' Makes Cleanliness Accessible, Regardless of Water Access

Regenerative Waterless Balms

Anfisa Produces Skincare That’s Free from Water and Wax

Total Clicks Hunt.to/394321

37,965

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How can your brand elevate a product or service that consumers interact with on a daily basis while minimizing its environmental impact?
Restricted Cosmetic

Brands associated with enhancing beauty accommodate various conditions

Implications - Brands within the beauty industry, ranging from those that offer supplements to those that offer topical products, are now ensuring that their products are able to accommodate people with certain conditions. Whether those are relatively common like lactose intolerance, or conditions like diabetes that are less so, these products cater to the personalization that consumers now expect from brands.

Diabetic-Friendly Skincare
CeraVe's Diabetics' Dry Skin Relief Line Includes Cleansers and Creams

Collagen-Infused Soft Chews
Neocell’s Healthy Candy Chews are Infused With Beautifying Ingredients

Milk Serum Beauty Shots
This Anti-Aging Drink is Infused with Liquid Collagen Ingredients

Calming Skincare Supplements
Ethical Nutrients’ Eczema Shield Soothes Inflamed, Irritated Skin
Restricted Cosmetic

Brands associated with enhancing beauty accommodate various conditions

How could your brand better personalize its product/service?
Cosmetic CBD

CBD Skincare products gain favor with consumers looking for the next big ingredient

Implications - Beyond its newfound positioning as a respected and intriguing health supplement, CBD is also being integrated into skincare products to treat a wide range of conditions. Often focusing on the anti-inflammatory benefits of the ingredient, companies venturing into this positioning benefit not only from its practical benefits, but the novelty and intrigue of CBD as well.

Beautifying CBD Oils
The Disciple 1% CBD Miracle Drops Can Be Taken Orally or Used Topically

Clean CBD Skincare
Lab to Beauty Offers Mists, Masks, Serums & Moisturizers Powered by Cannabidiol

Enriched Argan Oils
Josie Maran’s ‘Skin Dope’ Products Support Looking & Feeling Good

Age-Rewinding CBD Serums
SingleSeed’s RenewCBD Serum Nourishes and Protects the Skin

SCORE 7.6
POPULARITY 🆙🆁🆄🆁🆄🆁
ACTIVITY 🔵
FRESHNESS 🔵
MEGATRENDS 4 FEATURED, 25 EXAMPLES 13,991 Total Clicks Hunt.to/396433
Cosmetic CBD

CBD Skincare products gain favor with consumers looking for the next big ingredient.

What's an adjacent market or product your brand could tap into in order to meet a demand made by your consumers?
Cosmetic Probiotic

Skincare brands incorporate probiotics into their products

Implications - With probiotic branding in food being extremely prevalent over the past several years, skincare brands are taking advantage of the immediate positive associations that consumers make when hearing the term "probiotic." Thus, the incorporation of probiotics into skincare products is familiar to most consumers, but evokes curiosity for its unusual format.

Playful Probiotic Cosmetics

/kili•g/ Products are Presented Like "Medicine on a Cosmetics Shelf"

Immune-Boosting Skincare Systems
LaFlore’s Skincare Trio Strengthens One’s Immunity and Flora

Corrective Probiotic Primers
PUR Cosmetics’ 4-in-1 Correcting Primer Boasts Aloe & Coconut Water

Floral Kombucha Cleansers
This Pacifica Face Wash Refreshes the Skin with Flowers & Fermented Tea

Color-Changing Kale Cleansers
Nourish London’s 'Kale 3D Cleanse' Facial Wash Takes on a Green Tone
Cosmetic Probiotic

Skincare brands incorporate probiotics into their products

What is a commonly used element in an adjacent industry that your brand could adopt?
Crowdsourcing Health

Health and accessibility-prioritizing products are increasingly crowdsourced

Implications - Relying on more than just in-house expertise, the worlds of health, medical care and accessibility are increasingly being crowdsourced in order to deliver the best product experience, or enhance consumers’ quality of life. The use of crowdsourcing in this realm allows for researchers and scientists to better understand and incorporate the needs of consumers, and allows consumers the opportunity to both empower themselves, and affect change.

Crowdsourced Skincare Solutions
Johnson & Johnson's QuickFire Challenge Addresses Skin Health

Crowdsourced Snack Bar Flavors
KIND is Inviting Fans to Vote for a New Flavor with 'Raise the Bar'

Prosthetic-Building Kits
These Prosthetics in a Box Make Replacement Limbs More Accessible

Location Noise-Measuring Apps
NoiseCapture Helps Users Record Noise Levels Wherever They Are
Health and accessibility-prioritizing products are increasingly crowdsourced.

How could your brand incorporate crowdsourcing in the development of its new product/services?
P2P Medical

Patient data is securely stored through the use of blockchain technology

Implications - Recording and securely sharing patient data has long been a significant pain point for the healthcare industry, and with heightened sensitivity in light of data breaches and privacy concerns from large corporations like Facebook, this concern is magnified for the average consumer. To quell these concerns, blockchain technology is being used to securely and accurately store health records. Not only does this elevate the standard of care that health care providers are able to administer, but in a world where our personal data is vulnerable, patients can have a greater sense of trust in the caretakers of their health-related information.

Blockchain-Powered Virtual Healthcare
Doctor Smart Offers Virtual Healthcare Consultations

Blockchain-Powered Medical Platforms
BlockMedx Aims to End the Opioid Crisis Using the Blockchain

Secure Medical Exchanges
Hypertrust X-Chain Uses the Blockchain to Better Transfer Patient Data

Blockchain Medical Data Vaults
This Health Data Storage Project is Being Pioneered By Nokia

SCORE 5.2
POPULARITY
ACTIVITY
FRESHNESS
PATTERNS
MEGATRENDS
4 FEATURED, 35 EXAMPLES
13,113 Total Clicks
Hunt.to/394156
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What brands or organizations within your space are most prepared to leverage blockchain technology?
Wearable ECG

ECG devices are made accessible with noninvasive, wearable designs

Implications - ECG devices that are wearable and unobtrusive are on the rise, allowing users to track the electrical activity of their hearts for purposes that range from fitness-tracking to security enhancement. The incorporation of such technology into wearable items like shirts or patches, caters to those with the medical need for it, as well as those who have an all-encompassing focus on health and wellness.

Wearable ECG Health Devices
The 'ECG-Guard' Wearable Health Monitor Tracks Performance and More

Reusable Heart-Tracking Sensors
The 'Dab' Holter ECG/EKG Device Offers Patients Freedom to Move

Unhackable Cryptocurrency Wallets
The Trove Digital Wallet Uses Several Physical Security Measures

Noninvasive Heart-Tracking Devices
The 'Heartsense' Monitor Replaces Traditional Holter Devices

Performance-Tracking Athletic Shirts
DynaFeed Puts Wristworn Fitness-Tracking Directly In Clothing

SCORE
7.1

POPULARITY
ACTIVITY
FRESHNESS

PATTERNS

MEGATRENDS
5 FEATURED, 44 EXAMPLES

46,850 Total Clicks
Hunt.to/393702

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How could your brand make its product/service more accessible for ease of use, or daily use?
Tech-Assisted Surgery

Medical professionals rely on new tech for accuracy and precision

Implications - As healthcare progresses doctors adopt high-tech solutions into surgery rooms and introduce new technology to their patients early on in the process. With robotic surgeon aids, incision-free options and AR/VR training devices, consumers can now feel a sense of comfort about doctors leveraging tech for heightened accuracy. These new developments in the medical field allow doctors to introduce unfamiliar, new technology into their work, without patients feeling a loss of human connection.

Medical AR Systems
ProjectDR's Augmented Reality is Hoping to Innovate the Surgical Field

Incision-Free Surgery Solutions
The Versius Surgical Robotic System Seamlessly Supports Surgeons

Virtual Surgery Simulations
Fundamental Surgery Uses Modern Tech to Train Future Surgeons

Skull-Drilling Surgical Robots
This Robot Offers Safe and Precise Assistance For Cranial Surgeries
How can you humanize technology to ensure your consumers still feel connected to your brand?
Diet-Tech

Advanced technologies help consumers manage their weight

Implications - Beyond diet-planning apps and healthful recipe websites, high-tech products are emerging to help consumers meet their weight loss goals. As more consumers turn to technology instead of or in addition to professionals working in healthcare, brands respond by creating new software and easy-to-use gadgets. This new shift in the weight loss industry showcases how brands can embrace technology while helping consumers on a personalized basis.

Helpful Diet-Assisting Gadgets
Lumen is a Device for Losing Weight & a Coach for Healthier Living

Weight Management Breath Devices
Lumen Has Crafted a Breath Analyzing Device to Ensure Health

Bioresponsive Tooth Stickers
This Sticker Can Analyze the Nutritional Content of Anything You Eat

Consumption-Curbing Wearables
The ‘SoundFIT’ Device Helps Users to Feel More Satisfied When Eating
Diet-Tech

Advanced technologies help consumers manage their weight

How can your brand create a personalized platform or product using advanced technology?
At-home medical testing is becoming increasingly possible with advanced tech

Implications - Innovations in tech have resulted in streamlined processes for medical testing, so much so that consumers are able to conduct various tests with accuracy in the comfort of their own homes. These products reveal an increased focus on accessibility in the medical industry, catering to consumers who face barriers (whether financial, physical, or mental) when it comes to accessing quality health care.

At-Home Blood Tests
'Thriva' Offers Home Blood Testing Kits to Track and Improve Health

Personalized At-Home Health Tests
Atlas Biomed's DNA and Microbiome Tests Help Users Take Control

At-Home Women's Health Tests
uBiome's SmartJane Checks for Vaginal Health and STIs

At-Home Male Fertility Tests
'Future Family' Launched a Convenient Fertility Test for Men
Home Test
At-home medical testing is becoming increasingly possible with advanced tech

Consider the types of barriers your potential customers may face in their purchase journey. How could your organization remove some of those barriers?
ii. Clustered Lists

Market, Competitors & Ideas

Similar to consumer insights, each cluster features numerous micro-trends. The main difference is that a consumer insight illuminates a unique high-level pattern, but most clusters are larger lists with many examples. In other words, clusters are more like collections of unique ideas. Our team and software has created tens of thousands of clusters, which you can track and filter at: TrendHunter.com/dashboard-tool
19 Beautifying Cosmetic Boosters

From Aromatic Fragrance Enhancers to Foundations Mix-In Mediums

While some beauty start-ups are now prioritizing customization to cater to the unique needs of individual consumers, others are offering cosmetic boosters to build upon the formulas and amplify the efficacy of products—ultimately giving the end consumer just as much control. These cosmetic enhancers can be seen across the world of makeup and skincare, in the form of products to boost SPF protection, skin health, coverage or luminosity.

By: Laura McQuarrie

Luminizing Face Oils
Josie Maran’s Argan Oil Moonstone Drops
Prime and Highlight the Face

Foundation Mix-In Mediums
Urban Decay’s Velvetizer Instantly Gives Foundation More Coverage

Chromatic Jelly Highlighters
The Nuest Magical Jelly Highlighters Come in a Bright Shade Range

Aromatic Fragrance Enhancers
D.S. & Durga’s ‘I Don’t Know What’ Adds Complexity to Other Scents

Jelly Curl Enhancers
OUAI’s Curl Jelly Enhances, Defines and Protects Curls

Pearlescent Liquid Sunscreens
Volition’s Prismatic Luminizing Shield SPF 50 is an "Anti-Sunscreen"

Spray SPF Boosters
Bio-on’s ‘minerv bio’ Range Features Two New Biodegradable Ingredients

Shimmering Setting Sprays
This New MAC Setting Spray Leaves the Skin with a Dewy Luminous Look

SCORE
8.5
POPULARITY
ACTIVITY
FRESHNESS

19 FEATURED, 182 EXAMPLES
267,981 Total Clicks
Hunt.to/384618
19 Beautifying Cosmetic Boosters

Continued 9 to 16

Softening Underarm Primers
Meow Meow Tweet's Product Aids with the Transition to Natural Deodorant

Deodorant-Amplifying Bars
Kaia Naturals' Natural Booster Bar Improves the Power of Deodorant

Illuminating Makeup Concentrates
NYX's Away We Glow Liquid Booster Generates a Glowing Finish

Dewy Makeup Moisturizers
The Tatcha Luminous Dewy Skin Mist is Made with Botanicals

Adaptogenic Herbal Skincare
Skin Regimen's '10.0 Tulsi Booster' is Powered by Holy Basil

Transformative Cosmetic Enhancers
PÜR Cosmetics' Turns Makeup and Skincare Into Beauty Boosters

Subtle Opalescent Serums
The Newest Urban Decay Highlighter Offers a Subtle Glow to the Skin

Antioxidant Skincare Boosters
Verso Skincare's Antioxidant Turmeric Booster is a Potent Serum

SCORE
8.5

POPULARITY

ACTIVITY

FRESHNESS

19 FEATURED, 182 EXAMPLES

267,981 Total Clicks
Hunt.to/384618
Multitasking Illuminating Primers
The Light Source 3-in-1 Illuminating Primer is Highly Versatile

Versatile Hair Boosters
Cuvée's Essential Booster for Hair Touts "Skincare-Grade Ingredients"

Sun-Protection Boosters
The Solar Defense Booster Prevents Skin Damage from the Sun
From Social Health-Tracking Apps to Predictive Healthcare Apps

Thanks to innovative technology and better-connected systems, health-tracking apps are a possibility and can aid users to stay on top of their physical and mental wellbeing. Today’s interactive digital platforms provide a convenient and multifunctional service. While applications like chemoWave help manage treatment frequency and dosage, other health-enhancing apps like Docto rely on a predictive algorithm to assist people with Type I diabetes.

By: Kalina Nedelcheva

App-Connected Hearing Solutions
The ‘SpeakSee’ App Transcribes Speech Sounds Into Text

Gamified DTC Vitamin Apps
The Care/Of App Gamifies the Process of Wellness

AI Anti-Smoking Apps
The Cue Assistant Learns Smoking Habits to Help Users Quit for Good

App-Controlled Smart Bandages
These Bandages Release Medication On a Predetermined Schedule

Smart Diabetes Management Apps
The CONTOUR DIABETES App Uses Algorithms for Personalized Feedback

Holistic Pregnancy Planning Kits
This Ovulation-Checking Kit Optimizes Chances for Conception

FDA-Approved EKG Smartwatch Straps
The AliveCor KardiaBand for the Apple Watch is Precise

60-Second Mindfulness Apps
‘Mood’ Helps Users Cultivate Gratitude, Focused Breath and Well-Being
97 Health-Enhancing Mobile Apps

Continued 9 to 16

Live-Streaming Workout Apps
The 'Fitscope' App Offers Access to Premium Workouts

Mobile Drinking Interventions
The MIDY Drinking App Encourages You to Stop Drinking on Work Nights

AR Plant-Previewing Apps
'Plant Life Balance' Helps Users Preview "Living Looks" for the Home

Flexible Oral Sensors
This Sensor Helps Detect and Display Wearers' Sodium Consumption Levels

App-Connected Workout Equipment
The Modern Movement Edge-Board Extension Trainer is Compact

Bet-Fueled Fitness Apps
The Boost App Gives Users a Financial Incentive for Hitting Health Goals

Heart Rate Musical Apps
Startup neuromusic Allows Users to Create Music With Their Heart Rate

In-Flight Well-Being Apps
Air France and Mind Keep Travelers Relaxed and Happy During Flights
97 Health-Enhancing Mobile Apps

Continued 17 to 24

Nutritional Lifestyle Voice Assistants
The 'Astro' Personal Digital Assistant Simplifies Tracking

Armband Diabetes Management Wearables
The 'ARMC' Wearable Acts as an Artificial Pancreas

On-Demand Physical Therapy
Theryon App Lets You Easily Schedule a Physical Therapy Session

Communal Pollution Trackers
Flow Smart Air Quality Tracker Helps Communities Live Healthier Lives

All-in-One Fitness Apps
8fit is an All-in-One App Helping Consumers Reach Their Goals

Locational Illness-Tracking Apps
The Doctors Report App Aims to Prevent Common Illnesses

Productive Clinic-Managing Apps
The 'Dentappl' Clinic Management System Offers Enhanced Control

Self Care-Centric Apps
The Shine App by Marah Lidey & Naomi Hirabayashi Makes Wellbeing Accessible
Digital Health Management Platforms
Meum by iCarbonX Monitors Health Status and Predicts Trends

Supportive Student Apps
This App Directs Stricken Students to the Resources They Need

Brain-Tracking Diagnostic Apps
This App Tracks Symptoms of Brain Disorders to Optimize Treatment

Patient-Connecting Apps
Curatio Virtually Connects People with the Same Health Ailments

Medical Social Networks
Figure 1 Acts as a Medical Social Network That Connects Doctors

Healthcare Professional Social Apps
The Figure 1 App Helps Users Stay Up to Date on Current Cases

Pressure Point Healing Apps
The 'Acupressure: Heal Yourself' App is User-Friendly & Effective

Tailored Meditation Apps
Brightmind Was Created by a Meditation Teacher & Neuroscience Researcher

97 Health-Enhancing Mobile Apps
Continued 25 to 32
97 Health-Enhancing Mobile Apps

Continued 33 to 40

Stress-Measuring Smartphone Apps
'Welltory' is an App-Enabled Personal Stress Management Coach

Video Chat-Based Health Apps
The Huddle Mental Health App Connects People Via Video Chat

Intimate Men's Health Apps
'Roman' is an App That’s Supporting Men with Erectile Dysfunction

Genetic Goal-Setting Apps
The GenSmart App Analyzes Your DNA to Provide Personalized Fitness Goals

Personalized Nutrition Apps
The Nutrino Food Print App Helps Consumers Reach Fitness Goals

Life-Saving Allergy Apps
The EpiMada App Quickly Locates Someone Nearby with an EpiPen

Tailored Pet Care Chatbots
Perfect Fit’s Bot Creates a ‘Perfect Fit Plus Programme’ for Pets

Maternal Health-Focused Apps
The Baby2Body App Encourages a Healthy Lifestyle During Pregnancy

SCORE 8.4
POPULARITY
ACTIVITY
FRESHNESS
97 FEATURED, 737 EXAMPLES
837,472 Total Clicks
Hunt.to/382793
Wearable Baby Monitors
Clever Baby Hugs & Kisses Tracks an Infant's Vitals and Activities

Streamlined Insurance Apps
The Alan App Helps Health and Life Insurance Clients Make Speedy Claims

Charitable Running Apps
'Atlas Run' Raises Money for Every Mile Run by Users

Youth Anxiety-Addressing Apps
The Mindful Powers App Teaches Kids to Cope With Anxiety and Stress

Happiness-Recording Apps
The hiMo App for Mental Health Lets You Log Small Wins on a Daily Basis

Brain-Assessing Medical Apps
This App Measures the Severity of Parkinson's Disease Symptoms

Diet-Based Symptom Trackers
mySymptoms Analyzes Dietary Habits to Explain Health Concerns

Blood Pressure-Monitoring Phone Cases
This Smartphone Case Lets You Check Your Blood Pressure
97 Health-Enhancing Mobile Apps

Continued 49 to 56

Proactive Autism-Diagnosing Apps
The 'Early See' App Uses Facial Recognition to Assess Autism Risk

Sleep-Monitoring Mobile Applications
The Sleep Cycle App Wakes Up the User at the Appropriate Time

Fasting Tracker Apps
The Zero App Aims to Help People Fast to Enhance Their Productivity

Predictive Healthcare Apps
'Docto' is a Glucose Management App for Those with Type I Diabetes

Care-Giving Alzheimer's Apps
The Timeless App is a Step Towards Aiding Alzheimer's Patients

Social Health-Tracking Apps
The 'Wellnite' App Sends Alerts to Loved Ones When You're Stressed

Fall-Prevention Apps
FallSkip Assesses the Likelihood of Seniors Suffering a Fall

Athletic Health Apps
Adidas' 'ALL DAY' Provides Daily Challenges for Mind and Body Health
97 Health-Enhancing Mobile Apps

Continued 57 to 64

Food Allergy Managing Apps
Spokin is an App That Allows Users to Manage and Track Their Allergies

Self-Care Reminder Apps
The Aloe App Helps Users Set Up Healthy Reminders for Themselves

Migraine-Tracking Apps
The ‘doloTrack’ App Tracks Your Migraines to Better Understand Patterns

Pelvic Floor-Strengthening Apps
'Squeezy' Helps Women Fight Urinary Incontinence

Prescription Meditation Apps
Headspace is Planning to Launch 'Headspace Health' in 2020

Healthcare Smart Speakers
The Dragon Medical AI Assistant From Nuance Uses a Smart Speaker System

Sports Performance-Analyzing Solutions
The 'JAWKU Speed' System Helps Athletes Train Harder

Meditative Breathing Apps
Deepak Chopra and Eddie Stern Created the 'Breathing App'
Weight Loss-Rewarding Scales
The 'YoloScale' offers gift cards and more for reaching your goal.

Assistive Autism Apps
The MagnusCard app helps people with autism carry out daily tasks.

Document-Narrating Sleep Tracks
Calm added to its 'Sleep Stories' with a reading of the GDPR.

Cancer Treatment Tracking Apps
The chemoWave app aims to enhance and humanize patient journeys.

App-Based Healthcare Services
'Ask an Expert' offers smartphone users access to doctors and more.

Soothing Story Apps
The Bedtime app helps users fall asleep and tracks nightly activity.

Inclusive Menstrual Tracking Apps
Planned Parenthood's 'Spot On' focuses on gender neutrality.

Diabetes Wellness Apps
KingFit is a diabetes education and management startup and mobile app.
Dietary Gaming Apps
Allergy Reality Informs Consumers on Foods to Eat and Avoid

Sleep-Coaching Apps
The 'Shleep' App Works as a Science-Backed Personal Sleep Aid

App-Based Physical Therapy Platforms
‘Kiiio’ Offers Hundreds of Exercises Through a Mobile Platform

Premature Infant Care Apps
The My NICU Baby App is a Resource for Parents of Premature Babies

Explanatory VR Health Experiences
The Health Voyager App by Klick Health Explains Diseases to Kids

Healthcare-Navigating Mobile Applications
The Children’s Hospital App is Created for Young Parents

Real-Time Healthcare Update Apps
Danio Diary Allows Loved Ones to Receive Updates from Caregivers

Gut Health-Tracking Apps
The ‘Plop’ App Charts Crohn’s Disease Symptoms
Continued 81 to 88

Ambient Sleep Apps
The 'Pzizz Pro' App Uses Audio Sequences to Help Users Get Some Shut-Eye

Medication-Tracking Apps
The 'Mr. Pillster' App Tracks Medication and Reminds Your About Dosage

Exercise Prescription Apps
The MyPhysio App Gives Therapists a Direct Line to Their Patients

Consolidated Counselling Apps
This App Offers Streamlined Counsellor Access For a Monthly Fee

Heart-Harnessing Safety Apps
This App Automatically Summons Help When its User's Heart Rate Drops

Epilepsy-Tracking Devices
Epihunter Tracks Episode Frequency and Alerts Caretakers of Changes

Meal-Logging Apps
The 'Eat More' App Reminds You When it's Time for a Meal

Streamlined Emergency Response Apps
This App Quickens Communication Between Hospitals & Paramedics
Goal-Tracking Fitness Apps
'Vestige' Tracks Users' Progression in Various Exercises

Virtual Appointment Apps
The 'Push Doctor' App Lets Users Schedule Virtual Doctor Visits

Comprehensive Drug Database Apps
This FDA App Lets You Research Reliable Drug Information

In-App HIV Test Reminders
The New Grindr HIV Feature Reminds Users to Regularly Visit a Clinic

Rapid Medical Emergency Apps
This App Allows Quick Transfer Of Medical Records During Emergencies

Migrant-Assisting Medical Apps
This App Empowers Migrants to Access Healthcare Facilities

Defibrillator-Detecting Apps
This Lifesaving App Helps Yorkshire Residents Locate Defibrillators

Social Workout Journaling Apps
'Gym Journal' Tracks Your Workouts and Manages Your Routine
Automatic Emergency Contact Apps
The Iris App Tells Friends and Family When You’re in the Hospital
13 Wearable Wellness Patches

These Wearable Patches Aid in Tracking, Sleep-Boosting & More

As an alternative to solutions that are taken internally for everything from pain relief to sleep support, consumers are exploring topical, wearable patches. These health-centric products are capable of providing targeted, comfortable and non-invasive support for a variety of issues.

By: Laura McQuarrie

Sleep-Supporting Patches
The Naturally Inspired Klova Sleep Patch Features Melatonin & Valerian

Hydration-Tracking Patches
The Gatorade Wearable Reads a Person’s Sweat To Determine Hydration

Disease-Detecting Patches
This Tiny Skin Patch Uses Your Sweat To Detect Diseases

Microneedling Acne Patches
SokoGlam’s Acropass Trouble Cure Targets Deep Inflammation and Bacteria

Cannabis Pain Patches
Papa and Barkley Makes Pain Relief Patches with Varying Ratios of CBD & THC

Alcohol-Monitoring Temporary Tattoos
This Smart Tattoo by University of California Enhances Health

Hemp Pain Relief Patches
ProVent’s Hemp Patches Soothe Pain with Motion-Activated Heat Technology

Responsive Light-Up Tattoos
MIT Engineers Have Successfully Created a 3D-Printed “Living Tattoo”
13 Wearable Wellness Patches

Continued 9 to 13

Chronic Pain Patches
These Patches Offer a Non-Addictive Alternative to Soothing Pain

Wireless Medical Patches
This Patch Can Monitor Vital Signs Without Infringing On Patient Comfort

Adhesive Bone Patches
This Surgical Patch Uses a High-Tech Resin That Hardens Under LED Light

Vital Wellness Wearables
Vital Scout Continuously Monitors Stress, Recovery, Activity & Sleep

Topical Scar-Reducing Patches
The ScarAway Silicone Scar Sheets are Flexible, Washable & Reusable
iii. Specific Examples

Relevant Ideas & Case Studies

Micro-Trends are unique examples of innovation which have been featured on Trend Hunter. A micro-trend might be a newly released product or service, but in many cases, the idea is something that has not been commercially released. Our database includes several hundred thousand articles of micro-trends, spanning thousands of topics, so make sure to filter your topics at: TrendHunter.com/dashboard-tool
Optimized Probiotic Supplements

The ATH Gut Health Probiotics: Pro Series Supplement is Complete

The ATH Gut Health Probiotics: Pro Series supplement aims to offer consumers a way to get all of their daily probiotic intake covered in a simple, optimized way. Packed with 5.75 billion organisms per capsule, the supplement is reported to help improve nutrient absorption, digestion and even supported the immune system to keep the consumer healthy in an upstream manner. This is thanks to the common adage "all disease begins in the gut," which is quickly gaining more truth in the modern era as consumers seek to stave off the effects of an imbalanced diet.

The ATH Gut Health Probiotics: Pro Series supplement contains probiotics from several sources to offer a more complete nutritional profile for consumers to appreciate.

By: Michael Hemsworth
Blockchain-Powered Insurance Platforms

Aetna Partners with IBM to Streamline Insurance Claims

Aetna is an American health plan provider that has maintained its place on the cutting-edge of technology and now the company is pushing the health insurance platform into the future. To do so, the firm is partnering with IBM to develop a blockchain network that will be able to perform within the parameters of the healthcare industry.

Blockchain technology has some appealing qualities when it comes to security, sharing and streamlining sensitive data in the digital environment. Through its partnership with IBM, Aetna hopes to develop a blockchain-powered health insurance platform that will allow it to "streamline insurance claims processing and payments, as well as manage directories."

The project has drawn the attention of a number of industry players and organizations like PNC Bank, Health Care Service Corp., and others have reportedly joined the project for the development of the next-generation insurance platform.

Photo Credits: [continued online]

By: Kalina Nedelcheva
Free Health Insurance Coverage

Healthpoint Promotes Inclusive & Equal Health in Africa Every Year

In an effort to liberate marginalized communities and those in need, Healthpoint — "Nigeria's first on-demand health plan retailer," is offering free health insurance coverage. The organization has pledged that every year it will select an excluded population in Africa and provide them with an opportunity for access. In 2019, Healthpoint has selected widows and orphans to be the receivers of the free health insurance coverage and in 2020, the company will look toward another group.

The aim of Healthpoint is to offer individuals affordable and convenient plans. The company's approach is to buy health care plans in bulk and resell them through its e-commerce platform. From a Doctor-on-Call service to addressing "health deficiencies in urban, rural and peri-urban areas," Healthpoint definitely embraces a smart business opportunity that is also socially beneficial.

By: Kalina Nedelcheva
AI-Powered Medical Research Apps

Doc.Ai is a Innovative App That Might Change the Insurance Game

A medical research app is expected to revolutionize the way consumers view and interact with their health history and it has been "catching the attention of the insurance industry."

doc.ai promises to "accelerate medical research" through the combination of artificial intelligence and machine learning into an accessible format. The sensitive data is kept secure through a blockchain infrastructure that encrypts and decentralizes the information.

The doc.ai medical research app is a product of the rapidly evolving industry and tech's integration in healthcare. doc.ai utilizes a functional algorithm to enroll people in clinical trials. It also utilizes the provided data points to make predictions about their health and longevity.

In late 2018, doc.ai partnered with Anthem -- America's second largest health insurance provider. The firm is offering support for medical research app's 12-month trial to explore the algorithm's accuracy in predicting allergies.

Photo Credits: doc.ai

By: Kalina Nedelcheva
Oscar Makes Insurance More Flexible for Families and Businesses

Oscar is a hyper-personalized insurance plan provider that aims to help both families and businesses get the best and most affordable coverage possible. The company aims to help members save up to $600 a year on insurance coverage and offers plans that are based on one's income, age, family size, physical activity frequency and other personal details.

The insurance company's detailed questionnaire helps members access the most custom plan possible while ensuring their chosen level of coverage -- either Bronze, Silver or Gold -- is also budget-friendly.

Oscar members can unlock a variety of exclusive benefits like unlimited Doctor on Call access 24 hours a day, cash earned for step tracking milestones, prescription deliveries and no required referrals when looking to visit a local specialist or hospital.

By: Jana Pijak
Inclusive Holistic Healthcare Plans

O'NA HealthCare Boasts an Alternative to Traditional Insurance

As individual values and business structures are rapidly changing, so are health plans and this alternative to traditional insurance is a great example of that. O'NA HealthCare is a not-for-profit entity that covers the ground that is neglected by the standard insurance company. This includes access to "functional, holistic, nutritional, and energetic modalities and therapies with no discrimination." This pegs O'NA HealthCare on the spectrum of wellness- and inclusivity-promoting companies which has the power to sway consumer decision in the contemporary state of society.

Those who subscribe to this alternative to traditional insurance can enjoy a year-round open enrollment, holistic dental services, as well as accessible medical tourism for when a health issue cannot be addressed adequately in local parameters.

By: Kalina Nedelcheva
Baze Takes Dietary Supplements to the Next Level

Berling start-up Baze hopes to revolutionize the ritual of supplement intake through a personalized vitamin experience. The company advises consumers about the type of supplements they should be taking and their dosage. Everything is based on the individual's body chemistry.

The personalized vitamin experience is a subscription-based service. Monthly retailing for $79 USD, Baze sends the consumer a blood-testing device. Once the samples reach the lab, the blood is checked for nutrient levels of magnesium, copper, zinc, omega-3, selenium, as well as vitamins B12, E, and D. In addition, consumers fill out a nutrition goal and current health status questionnaire via Baze's mobile app which further contributes to the specificity of the service. Due to the nature of the subscription service, individuals are encouraged to frequently send their blood for testing.

By: Kalina Nedelcheva
Sport-Enhancing Beetroot Supplements

AltRed is Made with the Phytonutrient Betalain

The AltRed beetroot supplement has been created to offer athletes and sports enthusiasts alike with a plant-based way to enhance their performance by harnessing the power of a vibrant vegetable pigment.

The supplement is packed with Betalain which is what helps to give beets their bright red color and is reported to help improve an athlete's performance by mitigating lactic acid production. It will also work to improve your body's oxygen delivery capabilities and even protect your muscles from damage as you train to make it a perfect option for consumers seeking to enhance their workouts beyond using traditional protein.

The AltRed beetroot supplement boasts a clean, safe profile that makes it optimal for athletes of all kinds to use without unwanted side effects.

By: Michael Hemsworth
Sugar-Free Protein Drinks

The Watermelon Vieve Protein Water Contains 20 Grams of Protein

High-protein diets are continuing to see a drastic uptick in popularity, which is being supported by products like the new watermelon Vieve Protein Water drink. Containing no sugar or fat, the drink contains 20 grams of protein, has no dairy and is just 85 calories per bottle to make it perfect for consumers on restrictive diets. The drink comes as a response to the growing number of protein supplements that are infiltrating the market to offer consumers a way to stave off hunger.

Brand Creator, Rafael Rozenson, explained the new watermelon Vieve Protein Water when he said, “Our consumers are always at the forefront of our mind, so when it came to developing a new flavor, we actually turned around and asked them which Vieve flavor they’d like to see next. Out of all survey responses, Watermelon was by far and away the preferred flavor to launch.”

By: Michael Hemsworth
MIJO Healthcare developed an innovative new vitamin brand called VitSpritz that shares oral spray vitamin supplements as an alternative to solid tablets that are best swallowed with a swig of water.

The mess-free, pocket-sized spray bottles are ideal for on-the-go use, as a quick spritz of VitSpritz Vitamin B12 is beneficial for boosting one’s energy levels, while the VitSpritz Adult Multivitamin provides a convenient way to get a dose of Vitamins A, B6, C and D3 from a sugar-free, no-calorie orange-flavored formula that's suitable for vegetarians.

With an increasing number of crossovers happening between the vitamin and beauty categories, VitSpritz also offers a Biotin Beauty spray that helps to support healthy hair and glowing skin as part of what it calls a "one-second beauty routine."

Image Credit: Tara Liondaris

By: Laura McQuarrie
Cranial Injury-Detecting Gadgets

This Diagnostic Device Uses a Blood Test to Spot Concussions

A team of scientists at the University of Geneva in Switzerland collaborated with Spanish innovators to develop a high-tech new diagnostic device that is designed to make it easier than ever to quickly and easily detect traumatic brain injuries such as concussions.

The device, dubbed TBImcheck, only needs to analyze a drop of blood from the patient, and can then reveal in a matter of minutes whether the person is displaying above-average levels of chemicals associated with brain injury.

What's more, the TBImcheck diagnostic device is also more than capable of conveying medical information to a smartphone app for easy sharing with medical professionals.

Easy to deploy and fast to offer results, TBImcheck is a fine example of handheld gadgetry and smartphone technology joining forces to potentially save lives.

By: Rahul Kalvapalle
Multitasking Diagnostic Devices

The 'mReader' Can Diagnose 96 Patient Samples Simultaneously

A group of scientists working out of Washington State University and the University of Pennsylvania have developed a high-tech diagnostic device that isn't merely capable of studying a sample in order to make a disease diagnosis, but is actually capable of checking up to 96 samples simultaneously.

Dubbed the mReader, this particular diagnostic device comes equipped with 96 distinct sample compartments designed to hold the fluid of choice obtained from the patient. A special substance can then be added to the samples, prompting them to change color if the biological component of interest is present. The device then takes a photo of the sample, before analyzing it with the help of an algorithm-driven computer.

This diagnostic device costs only $50 to make in prototype form, and with that number set to fall further once the device is mass-produced, it's clear that the mReader is poised to be a revolutionary gadget in the medical field.

By: Rahul Kalvapalle
Stroke-Detecting Visors

This High-Tech Visor Uses Radio Waves to Examine Patients' Brain Health

A Californian company by the name of Cerebrotech Medical Systems has created a futuristic, high-tech visor that is designed to make the process of stroke detection easier and more effective for doctors.

When worn on the patient's head, this high-tech visor uses a method known as volumetric impedance phase shift spectroscopy, in which it transmits low-energy radio waves that travel through the brain fluid, which alters their frequency. The visor then analyzes the frequency changes to detect whether the patient has suffered a stroke.

This stroke-detecting visor has been cleared by the FDA, and has been proven in tests to be far more accurate than conventional stroke-testing tools, making this a great example of bold wearable technology applications showcasing the potential to save lives while also making diagnostic processes more cost-efficient.

By: Rahul Kalvapalle
Accessible Skincare Diagnostics

Lulu Lab's Skincare Diagnostics are Powered by AI Technology

Lulu Lab's skincare diagnostics bring the results of noticeably healthy-looking skin closer within reach with its new camera implemented to detect skincare issues. The device is crafted to capture and thoroughly understand facial analytics with a single photograph. This technology was introduced at CES 2018 in Las Vegas, Nevada by a Samsung-C accelerator representative.

The 'Lumini' is a technology that utilizes a camera with many specs to deeper analyze skin for further examination. It allows for the system to recognize a more definite diagnosis of possible problems that may not be obvious to the naked eye. The AI operates on a mobile device, which then scans the surface of the skin and focuses upon the specific areas of problem and follows by providing recommendations accordingly.

By: Amy Duong
The Chemo Kitchen Cookbook Was Designed for Cancer Patients

One of the common side effects of chemotherapy is a lack of appetite, in part because some people must deal with a change in the way their taste buds experience different flavors. The Chemo Kitchen Cookbook was designed to help those undergoing cancer treatments, and/or their caregivers, to make dishes that are more palatable for their changing tastes.

The recipes in the cookbook have been curated by "award-winning chefs," and most of them include only eight ingredients and take 45 minutes to prepare. The recipes are nutritious in nature, but the brand recommends only making the dishes that contain ingredients compatible with the diet plans and food-related suggestions that the patients' doctors have set.

The Chemo Kitchen Cookbook is currently raising funds on Kickstarter.

By: Mishal Omar
Walgreens and FedEx Recently Formed a new Partnership

Walgreens and FedEx recently announced a new partnership that will bring next-day prescription drug deliveries from all Walgreen pharmacies. The new service will be available across the US for all Walgreens customers and will only cost $4.99 per drop off. Some Walgreens locations will also offer same-day delivery, as well as next-day prescription drug deliveries.

To take advantage of Walgreen's next-day prescription drug deliveries, customers will have to be enrolled in text alerts from the drugstore. Because of this integration with Walgreen's text alerts, customers will receive messages when their prescriptions become available. The service will also allow customers to have medication delivered directly to their doorstep, as opposed to picking things up from a mailbox or in-store.

This new partnership comes as Amazon begins to enter the prescription drug market and hopes to cement Walgreens as a viable competitor and trusted retailer.

Image Credit: Getty Images

By: Justin Lam
Healthy Mindset-Supporting Apps

The 'Some Sanity' App Helps Users Overcome Mental Problems

The 'Some Sanity' app is a mental health support solution for those who are seeking to overcome cognitive roadblocks and problems they encounter on a daily basis. The app works on the basis that suffering is an unavoidable part of the human experience, but that it can be limited by making sure you aren't exacerbating problems through perfectionism, isolation, unhealthy life choices and beyond. This will help to keep you on track and pinpoint potential solutions to the everyday problems you face without becoming a victim of your issues.

The 'Some Sanity' app addresses the increasing number of consumers looking to take their mental health therapy into their own hands to overcome issues without the need for professional or medical intervention when not required.

By: Michael Hemsworth
Metric-Hunting Fake Ads

The Doctor Fork Ads Were Meant to Observe How Effective Marketing Can Be

In an attempt to challenge conventional marketing strategies, Google and Unskippable Labs recently collaborated to conceptualize and release 33 ads for a fake pizza brand known as "Doctor Fork." Comprised entirely of stock footage and images, the ad focused primarily on two things. The first was the perfect “man vs. food” ratio, which deals with the ratio of human images against food shots. The second was the number of sensory cues affected by the effectiveness of the ad, which aimed to monitor the cues that stimulate senses.

The ad ultimately generated 20 million impressions and revealed some interesting conclusions. For one, the experimental ad illustrated how immersive experiences that utilized multiple senses provided better recall. Secondly, the Doctor Fork ad revealed that close-up shots of foods elicited better sensory responses.

Image Credit: Google

By: Justin Lam
Personalized 3D-Printed Heart Models

Cellule's Contribution Could Help Doctors Plan for Surgery

Cellule is a London-based design studio and it just launched an anatomically correct 3D-printed heart that can potentially be beneficial to invasive surgery. The project has been underway for more than a year now and it explores the implications new printing technologies can have for hospitals.

Thanks to developments in imaging and modelization tech, practitioners can produce personalized visualizations of organs, both digitally and physically. This allows for Cellule to assist in the field of cardiology by allowing doctors to study a personalized 3D-printed heart prior to surgery and determine the best possible approach beforehand. In addition, the customizable 3D-printed hearts can be used to develop custom treatments for individuals who are prone to heart failure.

The objects are printed with a sugar cane-derived material which is renewable.

Photo Credits: Gareth McKee

By: Kalina Nedelcheva
Male-Specific Grooming Lotions

The Tame the Beast Nutt Butter is Free of Artificial Ingredients

The Tame the Beast Nutt Butter has been formulated as a new cosmetic product that is just for men to help them maintain youthful skin all over their body. Developed specifically for a guy's private parts, the lotion is also suitable as a multipurpose lotion that can be applied anywhere on the body to offer relief against dryness and chaffing. The product is free of allergenic chemicals and artificial ingredients, and is reported to offer anti-aging benefits to keep your body feeling as youthful as possible.

The Tame the Beast Nutt Butter comes as one of a growing number of cosmetics that are being created just for guys as male consumers become more interested in personal grooming.

By: Michael Hemsworth
Intelligent Artificial Knees

This High-Tech Implant Can Be Used In Place Of Surgery

A group of scientists over at Binghamton University, Stony Brook University and the University of Western Ontario have collaborated in a successful effort to create an artificial knee that is designed to make it possible for people who would typically get an artificial knee joint to evade surgery altogether.

This artificial knee comes embedded with an array of sensors that are more than capable of monitoring the pressure being exerted on the knee joint during different activities, before conveying the relevant information to doctors. It comes fitted with an energy-harvesting mechanism, meaning that patients don't have to worry about battery replacements.

Ultimately, this artificial knee is an example of how medical innovations can help to increase comfort for patients as well as reduce the reliance on surgery.

By: Rahul Kalvapalle
'eaterpad' Helps Users Better Understand the Foods They Eat

The 'eaterpad' app is a simple solution for health-conscious consumers to utilize when looking for a way to track their nutritional health and gain a better understanding of their lifestyle.

The app works by having users input information pertaining to what they are eating on a daily basis and being returned with data regarding the nutritional content of their meals. This will allow users to keep track of their nutritional intake instead of just how many calories they're eating to make sure they are getting the right about amount of certain nutrients each day.

The 'eaterpad' app also features a food logging functionality for users to snap photos of their meals each day to feel more accountable in their lifestyle.

By: Michael Hemsworth
Innisfree Opens its First Full New Retail Store in Hangzhou, China

Korean cosmetics label Innisfree opens its first full New Retail store located in the Li Xing Shopping Plaza in Hangzhou, China. It is complete with a plethora of interactive digital experiences designed to make consumer shopping experiences much more appealing and seamless. New Retail is a type of business tactic created by Jack Ma by blending online and offline shopping experiences into a co-existing channel that makes matters easier for brands and consumers. This enables services such as buying through an app or through a physical location for consumers. Brands are able to gather data from the comprehensive actions taken by their customers.

These collective statistics will create data over time, which make business models easier to form and understand from a wider perspective. Some key features of New Retail include its Magic Mirror which uses AR technology to try makeup on digitally and the Smart Skin Analyzer that instantly analyzes the skin to recommend products accordingly. There are also vending [continued online]

By: Amy Duong
Redesigned by retail fixture manufacturer MOBIL M, Pharmacy Santa Gonda boasts a streamlined and eye-catching interior and checkout area. The store specializes in both personal care products and health supplements which are highlighted both with sleek shelving displays and with promotional signage.

While promotional and sale items are spotlighted by the cash register -- featuring "selected for you" slogan messaging -- each check-out space is marked with a corresponding number, while a television hangs from the ceiling displaying customer numbers to ensure a seamless and organized experience for visitors.

MOBIL M's interior fixtures for Pharmacy Santa Gonda are mostly all-white and minimal allowing for wayfinding icons and promotional messaging to pop. The streamlined in-store displays are currently installed within a variety of pharmacy locations and were unveiled in collaboration with G & G Group -- owner of Pharmacy Santa Gonda.

By: Jana Pijak
Adjustable Orthopedic Shoes

Pandere's Expandable Footwear Designs Accommodate Swollen Feet

There are plenty of off-the-shelf orthopedic shoes that are available to consumers, yet even these doctor-recommended options can fail to provide adequate support and comfort for an individual. Pandere is an Alaska-based start-up that is on a mission to revolutionize the world of orthopedic shoes with its fully adjustable design.

The orthopedic shoe styles available from Pandere include the Barista and the Neo, which are designed to expand up to three widths. As such, these shoes are ideal for those with swollen feet who may suffer from conditions like diabetes, pregnancy, bunions or arthritis. The innovative footwear styles can be adjusted in three areas—the toe box, midfoot and ankle—based on one's individual needs.

Pandere CEO and co-founder Laura Oden notes that "Up until today, anyone with any kind of foot swelling has been forced to leave the house in either poorly fitting shoes that can trigger a host of secondary problems, or embarrassing, outdated orthopedic shoes. Today, we're thrilled to introduce something completely [continued online]

By: Laura McQuarrie
VR Health Apps
VRHealth Has Partnered with Oculus to Improve Health and Wellness in Users

The Nintendo Wii console grew incredibly popular thanks to its health-related games and peripherals and now Oculus is hoping to imitate this success with a new partnership with VRHealth. Founded by a virtual reality medical company, VRHealth allows users to do physical and cognitive exercises at home using an Oculus headset. Available through the Oculus Go, this new collaboration will include health and wellness apps on the company’s site and will even allow users to track their own metrics on the VRHealth website.

The VRHealth app is currently being used a Stanford Sports Medicine as doctors are using the app to track and monitor traumatic brain injuries after concussions. The app also closely aligns with similar apps and games used to treat phobias and anxiety disorders.

Image Credit: VRHealth

By: Justin Lam
Custom Orthodontic Kits

SmileDirectClub Created Special At-Home Orthodontic Kits with Macy's

In partnership with SmileDirectClub, Macy's is now offering a never-before-seen product in the form of a doctor-directed at-home orthodontic kit.

While SmileDirectClub has previously favored a direct-to-consumer model, it is now making orthodontics extremely affordable and highly accessible to the average consumer through a mass retailer. In the same way that consumers visit a pharmacy to find at-home whitening products, they will now be able to easily access smile kits for straighter, brighter teeth.

The new smile kits includes small, medium and large sizing trays, so that making a custom impression is an easy, comfortable process—SmileDirectClub notes that the unused trays may simply be recycled. Once a customer's smile kit has been registered online via SmileDirectClub.com, SmileDirectClub will create a custom smile plan with a dentist or orthodontist licensed in one's state, as well as overnight items such as putty for making the dental impressions.

By: Laura McQuarrie
Tata Harper's Clarifying Face Mask Gently Exfoliates the Skin

Tata Harper is known for its natural skincare solutions, and this new acne-fighting clarifying face mask is no exception. Equipped with all-natural ingredients, like salicylic acid, lactic acid, and alpha hydroxy acid, this product delicately cleanses the skin, while treating problematic spots.

What’s really drawing consumers to this product is the fact that it doesn’t dry and crack like clay most masks. Instead, its beads gently exfoliate the skin to reduce oil build-up, leaving behind a fresh face that doesn’t feel dry or irritated.

This complexion clearing cosmetic product features a unique "enzymatic peel effect" that minimizes the appearance of pores, while evening out one’s skin tone. To make matters even more convenient, this product is free of toxins, artificial colors and is entirely vegetarian.

By: Ellen Smith
'Testimatic' by FCB Raises Awareness of Testicular Cancer

Described as "the world's first auto ball checker," 'Testimatic' is an interactive and witty campaign that attempts to raise awareness of testicular cancer and motivate men to go for regular check-ups. The activation is completed in collaboration between Testicular Cancer New Zealand and creative agency FCB.

The statistics point that the illness is common and typically affects men between the ages of 15 and 39. However, given the invasive nature of the doctor's visit, many individuals neglect to go to check-ups or skip them altogether. The 'Testimatic' is intended to address this uncomfortability at its core. The campaign features a booth with a hole and a curtain. Males are invited to step in and receive their health check-up in a very privacy-favoring manner. It takes about 30 minutes.

This interactive campaign is definitely striking and is successful in its attempt to raise awareness of testicular cancer.

By: Kalina Nedelcheva
Holistic Care Subscription Services

Parsley Health Lets Patients Grow Relationships With Doctors

In an attempt to curb prescription pill-focused medical care, Parsley Health is offering holistic primary care which claims to bring "functional medicine" to the masses. Available as a $150 service, Parsley Health aims to foster a close, long-term doctor-patient relationship, where both parties are committed to addressing health problems with holistic care. Each visit and consultation helps build a relationship between doctor and patient and ensures health is the primary focus.

The service also provides an intuitive dashboard that helps manage healthcare from anywhere. The Parsley Health dashboard allows for fast responses and easy booking, or even video chatting with doctors. Parsley Health also comes at an incredibly affordable rate and does not require health insurance. Instead, the $150 grants patients five annual hour-long visits with a doctor, five sessions with a health coach, multiple lab tests, and referrals to specialists.

By: Justin Lam
AR Product Discovery Apps

Lush's 'Lush Lens' is an Augmented Reality Product App

Lush Cosmetics recently opened its first entirely package-free "Naked" store in Milan and along with trying out the experimental store format, the beauty care brand is also testing out the integration of an augmented reality product app.

'Lush Lens' is a mobile app that combines the power of artificial intelligence and product recognition to make it possible for consumers to scan the in-store package-free goods for more information. Rather than relying on consumers to make a download, the store provides a number of Fairphone devices loaded with the app. In the future, the app is set to be available for consumer download.

As well as this new concept store doing away with packaging, this AR app also has the potential to reduce the need for signage and create an engaging way for consumers to discover ingredient lists and more.

By: Laura McQuarrie
Convenient Online Doctor Apps

The 'Health at Hand' App Connects Patients to Qualified Physicians

Searching up symptoms online can often lead to inaccurate and anxiety-inducing results, thankfully the 'Health at Hand' app lets users receive an accurate diagnosis without leaving their house. The app currently operates in the UAE, with a Dubai Health Authority license, and offers telemedicine services at a fraction of the cost of traditional health care plans. All doctors utilized by the Health at Hand app are UAE-based, have DHA licenses and are put through an accreditation process to ensure experience, compassion, trust and reliability.

The majority of calls made with the app are answered within five minutes, thanks to the queuing process implemented by the app. Users are entered into a queue, regardless of affliction, and are set to wait in a digital waiting room. Payment is currently handled through credit card but the Health at Hand app is exploring direct billing with medical insurers.

By: Justin Lam
Nourishing Free-From Cosmetics

Han Skin Care Cosmetics Crafts Pure, High-Quality Cosmetics

Han Skin Care Cosmetics is a brand that prides itself on offering pure, healthy and high-quality makeup that is made with beneficial ingredients to improve the quality of the skin, including oils, butters, vegetable pigments and antioxidant-rich superfruits. In all, the brand's products are made without parabens, talc, artificial fragrance and dyes. Instead of using carmine (a red pigment collected from a crushed insect) to give color to its range of lip and cheek tints, the brand favors a simple, vegan alternative of beetroot, pink carrot and rose.

Some of the newest additions to Han Skin Care Cosmetics' product range include the Ibiza bronzer, three concealer shades, pressed blush in Bloom and Glory and the Jovial lip gloss.

Image Credit: Han Skin Care Cosmetics

By: Laura McQuarrie
Curated Feminine Care Subscriptions

Cosmopolitan & Pink Parcel are Launching a Curated Monthly Box

Cosmopolitan is teaming up with feminine care subscription service Pink Parcel to introduce a new monthly box. This collaborative offering will provide subscribers with a variety of period care products and beauty essentials that are curated by the Cosmopolitan beauty team.

Some of the brands that will appear first in the new Cosmopolitan x Pink Parcel subscription box include Percy & Reed, Beautaniq Beauty, Lord & Berry, The Organic Pharmacy and Balance Me.

As ever, the carefully curated products that are packed into the box will be delivered to a customer on their preferred dates. The all-in-one beauty and period care kit offers a convenient way for consumers to discover premium beauty, skincare and lifestyle products, all the while easily accessing necessary feminine care items.

By: Laura McQuarrie
Prescription-Scanning Apps

GlassesUSA.com's App Makes Buying Glasses Online Easier & Trustworthy

The act of buying glasses online is always filled with a certain uneasiness since consumers do not have the product in their hands. In addition, individuals who need glasses often neglect to go to the eye doctor for their annual check-up.

GlassesUSA.com attempts to solve this problem with a new ground-breaking patented technology that fuels its Prescription Scanner application. To conduct the at-home check-up, consumers require their smartphone, a magnetic card, a computer and their glasses. After accessing the GlassesUSA.com website to download the app, individuals are prompted to sync their devices and undergo a process to calibrate sizing and distance. Following are a few voice-guided steps during which the consumer scans the current lenses and then takes a selfie. Everything is explained in detail in the company's tutorial video. The prescription is sent to the e-mail and individuals can comfortably engage with browsing and buying glasses online.

By: Kalina Nedelcheva
Ultra-Precise Surgery Cameras

The 4Klear Medical Camera Offers Advanced Capabilities for Surgeons

The 4Klear medical camera is a piece of hardware for the medical industry that aims to revolutionize the capabilities of surgeons when performing laparoscopy surgeries to keep them connected like never before.

The remote camera is outfitted with a half-inch Native 4K CMOS chip that is reported to enhance the viewpoint for the surgeon in addition to microscope use. Video footage is captured in 4K to offer surgeons and staff with a premium view inside the patient and can even be recorded in real-time for post-surgery review or education purposes.

The 4Klear medical camera system identifies the ways in which the healthcare industry is being enhanced with the latest technology to expand noninvasive techniques for more fine-tuned health maintenance.

By: Michael Hemsworth
Tech-Savvy Beauty POS Displays

LF Beauty Enhances Consumer Experience Through LED Screens

Global company LF beauty harnesses its expertise in beauty instruments, color cosmetics, fragrance, and interactive POS displays through its Creative Days concept event in Shanghai. The conference focused on strategies for consumer data gathering, as well as active engagement through interactive POS displays.

An example from LF Beauty’s portfolio is a Sisley Makeup Bar. The brief called for a modern presentation of Sisley Cosmetics within the store setting that communicated an elegant aesthetic, free of clutter. To meet this requirement, LF Beauty utilized both layout design and digital technologies. The result is a symmetrical layout that is clearly defined by a grid system. While the LED lighting calls consumer attention to the makeup bar, a high-resolution 15’ LCD screen gives Sisley opportunity to showcase “compelling marketing materials [...] directly at the point of sale.”

By: Kalina Nedelcheva
Friendly Modern Children's Clinics

Doctor U is a Clinic with a Chic Interior by Ater Architects

Local practice Ater Architects curate the interior of 'Doctor U' -- a children's clinic based in Kiev, Ukraine. As health facilities can be extremely stressful spaces both for kids and their worried parents, the firm searched for ways of alleviating these anxieties through design. Ater Architects is transparent with its intentions of creating "an atypical atmosphere for the medical institution" which will not arise negative feelings and will perhaps motivate visits to the doctor later in life.

The Doctor U facility features a strong contemporary approach to interior design. The aesthetic relies on the juxtaposition between minimalist forms and incredibly bold colorways -- a good example of this would be the royal blue sofa in the waiting room and the terrazzo-accentuated wall decor.

Photo Credits: Alexey Yanchenkov

By: Kalina Nedelcheva
Eco-Friendly Firming Serums

Dr. Loretta's Concentrated Firming Serum Protects Any Skin Type

Cosmetics company Dr. Loretta created a new Concentrated Firming Serum that is completely eco-friendly. Known for high-quality products made with care, the brand exclusively creates products that were made to protect skin from all toxins that can be found in the air.

The new Concentrated Firming Serum is a medical grade anti-aging product, that was made to firm skin and reduce the look of wrinkles on any type of skin. By using the antioxidant Retinol, this product will protect skin from all types of pollution damage. The formula is completely free of any artificial fragrances, dyes, parabens and phthalates.

The Concentrated Firming Serum by Dr. Loretta should be applied after cleansing, once in the evening to provide maximum protection throughout the following day.

By: Madison Mackay
Vibrating Silicone Skin Scrubbers

The 'Amiro' Face Cleanser Cleans Your Skin on a Micro Level

Traditional skincare products are no longer enough for the average consumer who is looking to technology for help with their everyday routine, so new products like the 'Amiro' face cleanser are being designed with this in mind.

Designed by Messizon Li and Zhilong Cheng, the face cleaner is crafted with a double-injected silicone exterior that is ultra-soft for quickly and efficiently cleaning your face with minimal effort. The device creates precision vibrations that will penetrate deep into your pores and clean on a micro level to eliminate the need for harsh scrubbing with your hands.

The 'Amiro' face cleanser can be used with your choice of cosmetic and is easily cleaned after use thanks to the enclosed design.

By: Michael Hemsworth
Cognitive Decline-Detecting Tests

This Ultrasound Scan Could Detect Issues Up to 10 Years Earlier

Cognitive issues are a difficult problem to deal with from both a patient and doctor perspective, but a new study from the University College London has identified that a simple ultrasound scan could help to detect them earlier.

The study has been done over a long-term basis that first began in 2002 and works by performing a scan in middle-aged adults to pinpoint potential health problems that could cause cognitive issues later on. This could help to offer healthcare professionals with up to 10 years of warning that Alzheimer's is developing to encourage changes to be made to prevent it from getting worse.

The new study from University College London was presented at the AHA Scientific Sessions conference.

Image Credit: Wavebreakmedia/Depositphotos

By: Michael Hemsworth
Connected Cosmetic Compacts

Albéa's NFC-Enabled Makeup Compact Explores the "Internet of Beauty"

As part of its innovative, connected packaging project, Albéa is showcasing an NFC-enabled cosmetic compact at PDC Paris, the cosmetic product packaging trade fair. The Internet of Beauty (IOB) program combines knowledge from packaging and engineering experts, as well as marketing and design leaders, ultimately aiming to help brands better connect with consumers.

The 'Onyx +' makeup compact integrates NFC technology to allow the people to scan the physical product packaging and discover everything from video tutorials and information to about the formula. With the product, consumers are able to combine the formulas of a bronzer, blush and highlighter to simplify their makeup routine and make touch-ups quickly as needed.

By providing digital content for consumers, brands are able to monitor consumer interactions, as well as connect data and insights for marketing campaigns.

By: Laura McQuarrie
Forward Healthcare Offers Unlimited Visits to Doctors

San Francisco-based Forward Healthcare is making changes to how patients receive healthcare by incorporating strategies and models gleaned from the tech world. The company gives its patients access to impressive technological systems like "AI software, wearable sensors, 24/7 mobile access and more in order to enable a data-driven and preventative approach to healthcare," according to Adrian Aoun, its CEO.

Forward Healthcare is comfortable with its tech business model, which includes a monthly subscription fee rather than insurance payments, thanks to Aoun's background. Before founding Forward Healthcare, Aoun was the leader of a division at Alphabet (the parent company of Google.) Other Forward brass include other Google employees and a former Uber executive.

Thanks to the efficiency of the tech used by forward, the company is able to offer unlimited appointments with and 24/7 mobile access to doctors.

By: Joey Haar
Sonar-Powered Sleep Apps

The 'SleepScore' App Uses Sonar to Track Sleeping Habits

By utilizing a smartphone's speakers the 'SleepScore' app allows users to potentially diagnose a host of sleep problems without the need for any uncomfortable or obtrusive wearables. Much like the SleepScore Max bedside gadget, the app sends out inaudible sound waves that measure bodily movement overnight. These movements allow the app to take note of sleep duration as well as the time it takes a user to fall asleep. The SleepScore app can reportedly measure respiration and recognize REM periods, according to Colin Lawlor, SleepScore Lab's CEO.

The SleepScore app is currently being offered for free for seven days. The full subscription to continue the service will run for $4 a month and will allow users to keep a complete sleep history and will even format the records to be sent to a doctor.

By: Justin Lam
Swedish pharmacy Apotek Hjärtat concluded that a great part of the population suffers from the lack of Vitamin D, which manifests itself with symptoms of exhaustion or even depression during winter months, so the institution decided to provide light therapy with a display window.

The project utilizes fluorescent lamps that emulate the color, temperature and brightness that is characteristic of natural daylight. Passersby can halt and marvel at the health-boosting window display while they receive their daily dose of weariness-reducing light therapy.

The project by Apotek Hjärtat does not only supply the Swedish population with an accessible source of Vitamin D, however; through its light therapy initiative, the pharmacy also raises awareness and promotes mindful healthy habits.

By: Kalina Nedelcheva
Sound Therapy Apps

SonicTonic Uses Different Kinds of Sounds as Therapeutic Remedies

SonicTonic is an app that shares a receptive sound therapy program with users to help with everything from relieving stress and improving the quality of sleep to supercharging one’s ability to focus and learn. The app is based around sharing established and medically accepted auditory therapeutic methods, including music, breathing exercises, ASMR, binaural beats and isochronic tones.

In the app, users are able to turn to different “tonics” for sleep, stress, focus and more, which are depicted as bottled solutions made up of different sonic ingredients.

There are millions of people who struggle with getting a good night of sleep and many of them are now looking to turn to simple solutions that can be effortlessly worked into their lifestyle.

By: Laura McQuarrie
The 'KEZ' Emergency Smart Band Warns Loved Ones of Problems

The 'KEZ' emergency smart band is a wearable solution for consumers of all ages to utilize when looking to maintain enhanced safety and security, while also offering peace-of-mind for loved ones. The wearable works by being worn on the wrist and utilizing bio sensing technology to send out a notification to authorized users if a problem arises or emergency strikes. The GPS functionality will let users know exactly where the wearer is to alert healthcare professionals or head in their direction themselves to offer assistance.

The 'KEZ' emergency smart band is also outfitted with a 360-degree camera that will let authorized parties have a real-time look at what's happening and communicate directly with the wearer. The slim, compact design of the wearable makes it perfect for wearing each day without looking out of place or feeling cumbersome.

By: Michael Hemsworth
The Conceptual Philips Sensu System Increases Overall Well-being

The conceptual Philips Sensu has been designed as an effective, connected solution for consumers that enables them to maintain optimal health by ensuring they are in constant contact with their healthcare professional. Designed by Andreas Enebrand, the system consists of the Basic Vital Monitor and the Blood Analyser, which enable the consumer to take readings from home. The information is then relayed to the doctor to let the person know if they need to head in for a checkup or if they are living a healthy lifestyle.

The Philips Sensu system works on a subscription basis and can be seamlessly integrated into ones home to let them take readings whenever they desire or require, which responds to the demand for connected health technologies.

By: Michael Hemsworth
AI-Powered Fracture Detectors

The Imagen OsteoDetect Helps Doctors Identify Broken Wrists

The FDA has recently begun greenlighting its fair share of AI-powered medical tech, but its latest approval of the Imagen OsteoDetect shows just how far medical AI technology has come. The new diagnostics tool was purpose-built to quickly detect distal radius wrist fractures and does so using machine learning algorithm studies. The AI gathers knowledge from 2D X-rays and uses this knowledge search for signs of fractures and marks them for closer studies.

The Imagen OsteoDetect is not meant to replace doctors of clinicians, but instead aims to improve their diagnosis times and accuracy. Early studies have shown that the Imagen OsteoDetect has been able to drastically help doctors make a final diagnosis and Imagen hopes that further use will drastically reduce hospital wait times for breaks and fractures.

Image Credit: Katarzyna Bialasiewicz/Getty Images

By: Justin Lam
On-Demand Non-Emergency Rides

Ford's GoRide Service Helps People Get to Doctor's Appointments

Being able to get from one side of town to the other isn't a luxury that's afforded to all, which is why Ford Mobility launched a service called GoRide - a fleet of shared vans that offer non-emergency rides for those looking to get to and from doctor's appointments.

Unreliable or inaccessible transportation is one of the root causes of missed doctor's appointments, which results in an estimated annual loss of $150 for the healthcare industry. GoRide hopes to combat this, through offering a on-demand service for those with chronic health issues.

Each GoRide driver has undergone specific training to ensure they're comfortable with transporting and caring for patients, this means they can offer to assist people in and out of the vehicles.

Image credit: Ford

By: Ellen Smith
At-Home Heart Health Wearables

The Withings BPM Core Holistically Tracks Cardiovascular Health

Keeping on top of cardiovascular health is imperative given how common heart problems are for people around the world, so the Withings BPM Core has been developed as a way to do so from the comfort of your home.

The wearable system works by being slipped onto the arm and taking blood pressure and ECG readings in just 90 seconds to make it a very quick solution to implement into one’s everyday routine. The Withings BPM Core is outfitted with WiFi and Bluetooth connectivity to let users record all of the data to the accompanying app. This also provides projections of how your heart activity is doing to let users know when it’s time to visit the doctor for a checkup or more professional test.

By: Michael Hemsworth
'Skinive' Lets Users Get Quick Answers Regarding Skin Concerns

The digitization of healthcare is expanding access by leaps and bounds, which is evident thanks to new solutions like 'Skinive' that aim to help with common everyday health questions.

The solution works by being accessed via Facebook Messenger and provided with a photo of a mole or other skin blemish that the user might be concerned about. Users will then be provided with personalized guidance and information on how they should proceed to avoid unnecessary visits to the dermatologist.

'Skinive' is powered by AI technology that was developed and approved by medical professionals to make it an effective, decentralized solution for consumers to use. The intuitive chat functionality doesn't require users to download any additional apps or add-ons.

By: Michael Hemsworth
Well-known cosmetics company Benefit revealed it will soon be releasing 'Brow Try-On,' an artificial reality brow tool. The company best known for its eyebrow makeup products and Brow Bars, has teamed up with Modiface, a leader in AR technology.

Using the leading technology in AR will allow consumers a virtual way to test out products and find the perfect eyebrow shape. This tool allows the user to see what they would look like with straighter, thicker, higher/lower, lighter or darker brows. The site will create different styles specifically for the individual's face, making a full list of products and recommendations for each person.

Once they find a desired brow shape, users can click the "Get This Brow" button and make an appointment in-store to achieve this exact look.

By: Madison Mackay
Genetic Testing Drug Kits

The 23andMe Genetic Kit Helps Discover the Best Medicine for Users

The new 23andMe genetic testing kit doesn't focus on discovering lineage, instead, it allows users to find out which drugs might work best for them. This new form of genetic testing recently received FDA approval and will tell consumers about 33 genetic variants that are associated with common drugs. The 23andMe genetic testing kit is still fairly reserved and will not overpromise what it can do and is adamant that users should not change their medication based on the results they get from these kits.

The release of this kit is a big step forward in making genetic variant information available for consumers and works as a tool to better inform users of the drugs that might be better for their systems. While the system is not perfect, the 23andMe genetic testing kit indicates a huge step forward in pharmacogenetics.

Image Credit: 23andMe

By: Justin Lam
Blood Pressure-Tracking Voice Assistants

A New Alexa Skill Come Courtesy of Omron Healthcare

Thanks to a new partnership with Omron Healthcare, Amazon Alexa has a new skill that lets patients monitor their blood pressure at home with a simple voice command. Pairing with Omron’s blood pressure monitors, via a mobile app, Alexa will now be able to provide accurate information on blood pressure statistics, as well as reminders, average daily blood pressure readings, and flags for higher readings.

This new Alexa skill and partnership with Omron Healthcare is just one of a dozen initiatives designed to make the voice assistant an important tool regarding the future of healthcare. This skill also showcases how voice assistants are becoming more integrated into regular society and how they help make things easier for those already having to deal with medical concerns.

Image Credit: Greg Mombert/Digital Trends

By: Justin Lam
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iv. Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world’s most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.
CONTEXT: How Insights Work

If you view this PowerPoint in Slideshow mode, each example is hyperlinked to a full article, images and in some cases, videos. Learn more in the appendix.

Business Implication:
Each Consumer Insight is written in terms of its implications across multiple industries.

Hyperlinked Examples:
Each example micro-trend is hyperlinked to a full articles and images.

Demographics & Performance:
We can better filter examples and Consumer Insights based on your needs by adjusting for age, gender and geographic region.

Patterns & Megatrends:
Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Online Links:
Each Consumer Insight links to an online version, which can have up to 100 additional examples, images and videos.
New Levels of Customization

You can choose from dozens of customization options, which we continue to enhance.

- **Format**
  - Presentation
  - Classic
  - Reading View

- **Timeline**
  - 24 Hours (Faster)
  - 1-2 Weeks (Deeper)

- **Breadth**
  - Focused
    - Your Industry
  - Balanced
    - Includes Related Ideas
  - Outside
    - Your Industry

- **Depth**
  - ~20 Pages
  - ~100 Pages
Special Features and Definitions

Here are some helpful hints to understanding our Consumer Insights. Don’t forget, every image is linked to a full article online, more statistics and related articles.

Layout

Implications:
We push to find ideas that have implications across multiple industries. You might be looking at a custom shoe, but how could customization impact your world?

Hyperlinked Examples:
If you are in PowerPoint presentation mode, you can click on any example to open a full article with more related concepts.

Open Link:
The main link for each page will take you to the full article. If you’re logged out, you will end up on the free website; if you’re logged in, you will be in your PRO dashboard.

Scoring

Overall Score:
All scores are actually percentiles (6.9 = 69th percentile) and overall is the average of popularity, activity and freshness.

Popularity:
The overall appeal based on people choosing an article given other options in the same category and clusters, normalized for the time of publication.

Activity:
The amount of people interacting with an article, including scrolling through images. Something, like a bacon cupcake, might not be popular, but love it enough to share it a lot.

Freshness:
The relative newness of an article, which matters more in categories like tech, as opposed to lifestyle.

Demographics:
The target, as inferred by the researcher, not by the site statistics.

Colors

Lifestyle
Fashion
Art & Design
Technology
Pop Culture
Marketing
Business
Luxury
Eco

Content Types

Consumer Insights:
High-level clusters of opportunity.

Clustered Lists:
Exhaustive collections of related ideas to track innovation.

Specific Examples:
Carefully selected micro-trends so that you don’t miss out on that needle-in-a-haystack idea.
FIND BETTER IDEAS FASTER

Your Dedicated Advisor & 130,000,000 People

Custom Reports
Dashboards & Library
Presentations & Workshops
Future Festival
Books & Expertise

The #1 Trend Platform
We design innovation and research programs for over 500 top-tier innovators, CEOs and NASA.

MONTH 1  MONTH 2  MONTH 3  MONTH 4  MONTH 5  MONTH 6  MONTH 7  MONTH 8  MONTH 9  MONTH 10  MONTH 11  MONTH 12

Identifying Needs

Keynote, Workshop and Action Plan

Presentation

Workshop

Research, Training & The #1 Trend Platform

“it brought insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get.”
– CEO, Omnicom
Our custom research and award-winning methods enable you to be better and faster, while saving time, effort and money.

**Traditional Research** - Slow & Expensive

- Procure > Scope > Research > Survey > Synthesize > Deliver

**Trend Hunter** - Fast & Cost-Effective


“Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week.” — Global Head of Innovation
There are five reasons why top-tier innovators rely on us:

1. INSPIRE New Products, Services & Campaigns
2. PREDICT, Monitor & Validate Consumer Insight
3. TRACK Competitors, Threats & Opportunities
4. ACCELERATE Innovation & Enable Change
5. SAVE Time, Effort & Money
Instead of generic research, you get insightful, custom research

“Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what’s going on in the world.”
— Manager, Product Planning and Strategy
Imagine 175,000 people hunting ideas for your, 300,000 ideas and big data from a 130,000,000-person focus group.

175,000 Hunters (8 arenas’ worth)
5,000 Ideas / Month (300,000 Total)
130,000,000 People (1 in 60 on the planet)

"I don’t need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn’t able to find anywhere else!"
- Sr. Designer
If you need more, our CEO is one of “the most sought-after keynote speakers on the planet...”

“Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... The most energizing, inspiring and applicable piece of stand-up I have ever seen. And I've heard Bill Clinton... Bill Gates... and Tony Robbins.” – The Sun Newspaper
Then, we ensure ongoing change and inspiration with our presentations and workshops.

**Core Presentations**
- Bring Innovation to Life
- Inspire a Culture of Innovation

**Fully Custom Presentations**
- Explore a New Market or Segment
- Deep Dive a Current Project or Strategy

**Innovation Workshops**
- Extract Better Thinking
- Prototype Products, Services & Culture

“Inspired my team to work on innovations that can move the needle for our businesses... a rocket ship to the future that immediately changed the way we approach our work.”
– Director of Research
FUTURE FESTIVAL
You’ll join the world’s top innovators to prototype your future at Future Festival, rated by 85% as the “best business event ever”

TREND HUNTER
FUTURE FESTIVAL™
THE WORLD’S #1 TREND FIRM INVITES YOU TO EXPERIENCE NEXT YEAR BEFORE IT HAPPENS

3,000 Top-Tier Innovators
40+ Trend Safaris*
Future Party + Tech Demos
Innovation + Trend Keynotes
1:1 Advisory Meetings
Innovation Workshops*

*Workshops and Safaris only available within the Toronto 3-Day and New York 2-Day Programs

“AUndoubtedly the most meaningful conference I’ve ever attended.”
– Vice President of Sales Strategy, Aflac
Everything ties to our megatrends framework, allowing you to better understand important shifts and to iterate new ideas.

“Trend Hunter is a great resource because it’s all about simplifying the chaos. There’s a lot in this world and we hear about trends a lot and Trend Hunter helps us simplify and make it a lot more palpable.”
— Consumer & Marketing Insight Manager
PERSONAL ASSESSMENT

Unleash your team’s potential using the Better & Faster Innovation Assessment

The Better & Faster Assessment

1. What is your innovation archetype?
2. What are your actual blind spots and weaknesses in a team?
3. What are your hidden strengths and how can you further leverage them?

“I use the Trend Hunter Platform all the time. I really appreciate everything Trend Hunter does. I love the PRO Trends (Consumer Insights) and it makes our jobs a lot easier.”
— Strategy & Insight Associate
WANT MORE?

Gain access to additional Consumer Insights and Custom Research by contacting your advisor or trendreports@trendhunter.com