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Pulse Check: Living A Healthy Lifestyle With Canyon Ranch



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BMF tapped Mark Kovacs, PhD, the Vice President of Health & Performance at Canyon Ranch, to share insights on the latest trends in healthy living and wellness trends.

01 THE WELLNESS ECONOMY CONTINUES TO EVOLVE RAPIDLY—WHAT KEY TRENDS DO YOU SEE GAINING TRACTION, AND HOW DO YOU THINK THEY WILL SHAPE THE FUTURE OF THE INDUSTRY?

The desire to live healthier for longer is a trend that is here to stay. The ability to receive detailed assessments and diagnostics to detect and/or prevent illness is one area that is already shaping the industry's future. A second major area is personalization for both health and improved performance. The individuals desire to personalize training, nutrition, sleep and recovery to maximize results to help individuals feel healthier, look better and improve their healthspan. This trend is very exciting and the introduction of Ai for big data analysis and personalization is going to rapidly change how we approach everything from medicine to sleep and all things in between.

02 IN THE WORLD OF WELLNESS TECH, WE'VE SEEN INNOVATIONS LIKE LED LIGHT THERAPY. WHAT DO YOU THINK IS THE 'NEXT BIG THING' IN THIS SPACE THAT WILL REDEFINE HEALTH OPTIMIZATION?

Many newer technologies are making major impact. For example, real time glucose monitoring, sweat and hydration testing, DEXA bone density, body composition and VO2max testing technologies are available today for consumers to help improve their understanding of their bodies and the ability to improve health and performance.

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03 BIOHACKING HAS TAKEN OVER SOCIAL MEDIA, WITH EVERYTHING FROM WEARABLES TO CUSTOMIZED SUPPLEMENTS. HOW IS CANYON RANCH INCORPORATING THIS GROWING TREND INTO ITS OFFERINGS?

We do not use the term biohacking. Many times, biohacking is associated with untested, non-scientific or validated technologies or supplementation. At Canyon Ranch we have a very high bar to vet products and services. We utilize the latest science and research evidence to incorporate valid and reliable products and services and provide personalization in the correct methods of implementation. Our integrative medicine department, mental health and wellness, sports medicine, nutrition, spirituality, acupuncture, fitness and outdoor sports along with our vitality and longevity areas are specifically designed to provide the guest with the ability to transform their health and performance using the latest technology, supplementation and medicine. For example, our Longevity 8 program measures over 200 biomarkers, including genetic testing, extensive blood analysis, DEXA scans, sleep screening, mental health and spiritual consultations as well as utilizing the outdoors to maximize their goals of a healthier longer life.

04 CANYON RANCH EMPHASIZES THE CONNECTION BETWEEN MIND, BODY, AND SOUL. WHERE WAS THIS MISSION BORN AND WHAT KEEPS YOU AND YOUR TEAM INSPIRED TO HELP GUESTS ACHIEVE BALANCE IN ALL THREE AREAS

The founder Mel Zuckerman developed Canyon Ranch after suffering from some health issues himself. From these early beginnings, the focus has been on the integration of mind, body and soul to help individuals live healthier longer. Canyon Ranch is a special place for both employees and guests with everyone focused on helping all to achieve a combination of health, performance and relaxation in wonderful tranquil settings.

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05 CANYON RANCH HAS BEEN A LEADER IN WELLNESS FOR DECADES. WHAT DO YOU BELIEVE INITIALLY SET CANYON RANCH APART FROM OTHERS, AND HOW DO YOU CONTINUE TO MAINTAIN THAT COMPETITIVE EDGE IN AN INCREASINGLY CROWDED SPACE?

Canyon Ranch has a multi-decade history of helping millions of people improve health and wellness. The attention to detail, a highly personalized approach and making sure to utilize well researched and the highest quality products/services is what has set the Ranch apart. Along with the award-winning spa and fantastic healthy dining options, it makes Canyon Ranch a unique destination.

With the ever-evolving world of wellness, the attention to quality and being a trusted resource for our guests is of great importance to us. We are also a leader in innovation. We have launched in the last year our CR Vitality areas across multiple properties. This is a technology driven area focused on health and recovery. We have also launched Longevity 8 which is the most thoughtful and thorough longevity focused program in the industry. It is a multi-month program that includes 4 days at Canyon Ranch and is followed by three months of follow-up with our experts.



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