



The standards of wellness



Manipal University, Jaipur)

Continued from page 1

Navigating wellness...

...a balanced approach

At the end of the day, it's easy to be swayed by online trends and purchase a 48 USD face mask without questioning its ingredients or benefits. But true wellness requires a critical approach. A 2021 study by the Global Wellness Institute found that only 31% of consumers thoroughly research wellness products before purchasing, highlighting the need for more informed decisions. Ask your-

self, "Will this product genuinely improve my health?", "Will getting my nails done really alleviate my anxiety?" The reality is that wellness is highly individualised. What works for one person may not work for another. Intermittent fasting might be perfect for your favourite YouTuber but could be harmful for you. Research from the Mayo Clinic indicates that personalised health approaches like listening to your body, understanding its limits, and figuring out what works for you are crucial. Remember, taking a mudbath or drinking green juice for breakfast

won't necessarily resolve your health issues. The wellness industry has become a gamble with studies, showing that over 40% of wellness products lack substantial scientific backing. Consumers must tread carefully, critically assessing each trend before making decisions in the name of self-care.

While the wellness industry continues to evolve, consumers must remain vigilant. By approaching wellness with a discerning eye, one can navigate the industry's pitfalls and focus on what matters your health, your terms.