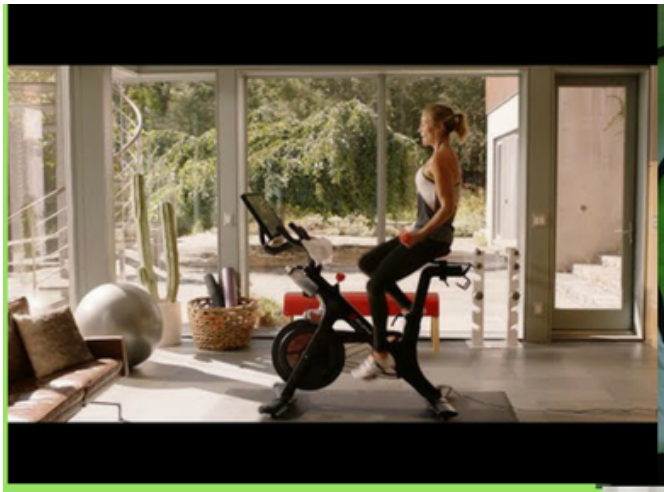
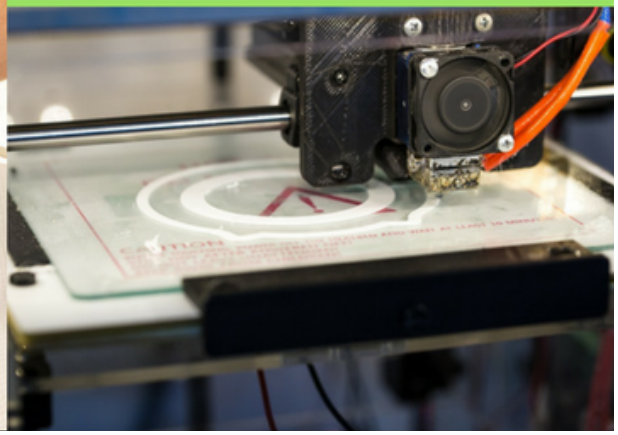


Top 12 Health & Fitness

Trends Coming in 2018



Are you ready to put 2017 in the books and throw that book away…
Far, far away…
I have to admit this year has kicked everyone's assess and then some…
However thanks to our human kindness and determination, most of us made out alright.
At least those that I'd been collaborating with--personally and professionally.

With 2018 fast approaching, you ought to buckle up for a fun amazing ride…
It is the year of the Dog…man's best friend.

But before I tell you the top 12 Health and Fitness Trends and Insights for 2018, just know that 2018 it's all about 2 words: ***Experience and Biohacking.***

Also keep in mind that these trends and insight are already on the way or almost out to market.
Which is why is a good reminder that health and fitness is only a piece of the puzzle…
And of course it goes without saying that wellness consist of the active trilogy of body nutrients, body movement and mind-body evolution.

So without any further ado, here are the top 13 Health and Fitness Trends and Insights for 2018.

1. *Coaching services*
(especially in the weight loss and fitness arena) will be like ***"white on rice"***....it will be all over the health and fitness arena.
About 70% of trainers will integrate a level of coaching into their service model. However, your cue you got a good one in front of you is that he or she must show *true empathy* and a consistent level of vulnerability in the marketplace in order to succeed.
After a few dormant decades in **the art of individualization** due to technology, grueling bootcamps and group circuit classes, the health and fitness finally snapped outta the trance to realize that they're in the personal service industry...
But isn't health and fitness a caring service industry?
The caring and connectivity level with you [the client] and members life as a whole is back in the forefront. And by that we mean, in your best interest instead of the money making programs and IOS gadgets.

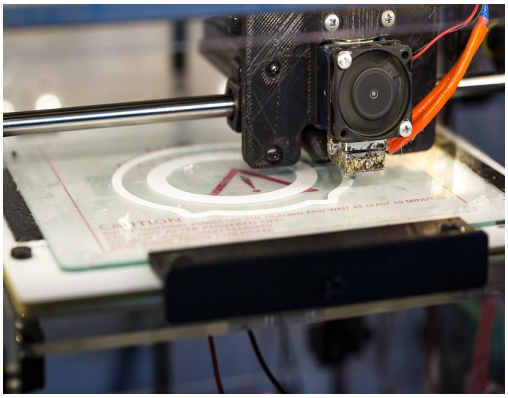
2. *Self Care*
If you know someone in the mind body space, warn them that they

are about to be super busy...
Self care is not for the riches no more...
With today's technology and need for faster and more convenience services, there will be a void to decompress in order to reset and feel good on the regular basis.
And that means, *Zen rooms at home*, at the office and even selected airports. But this also means that people looking for self care services, will also be looking for that *special personal experience.*
You know, like back in the 80's when you had to be a VIP members at the country club or spa member in order to access the self care services.
One of the cool things is that as a consumer, more of these self care service are likely be covered by your employer wellness programs. And in some cases even your health insurance providers...
Namaste to that...

3. *3D Spinal Implant*
I remember years back when my friend, Collette, a librarian herself showed me all the wonders of 3D printing at the local school district.

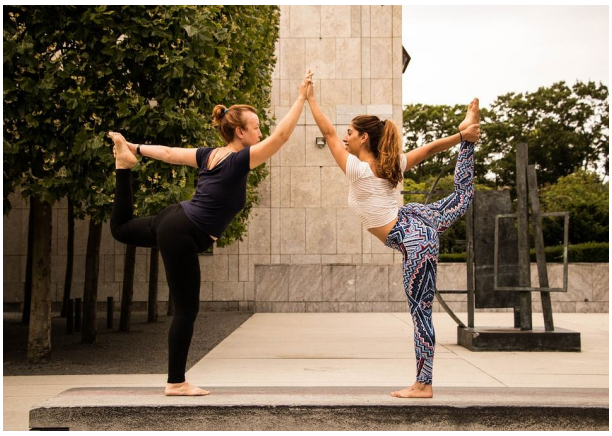
Fast forward to today and manufactures like K2M have gotten FDA

approved 3D spinal implants. These are made of titanium powders, which then simply put, ***seep***s into the pores of the bone structures to "regrow".
So if you or someone you know have been on the fence about getting that L4-5 /SIJ surgery due to chronic pain …
2018 might be the year to implement something new…



4. *Women's Fitness apparels*
If you though wonder woman was a blockbuster in 2017 …
According to women's sport apparel sources from Lululemon and Athleta, the active woman not only will be doing more strength training in 2018, but she'll likely be wearing gym wear with softer colors. That means less black & grey.

The reason for this trend is to reinforce that women can look cute and gentle but she can kick our butts while looking the part…
I calling this the ***#lookielu style…***



5. *Superglue for your body*
Once there was crazy glue…
And in 2018 you'll be seen more clinics using *superglue*, on body parts.This latest product came about as a result of looking for alternative to the traditional stitches and staples.
Researchers are looking to expand it uses in mass casualty situation.
Now, keep in mind, despite the high optimism, they are still looking for ways to make this human superglue a biodegradable product.

6. *Digital At Home Group fitness.*
If you been waiting to do that awesome workout with your friends at

a time that works best for both of you…
2018 will be your AIE [*artificial intelligence experience*] year. Digital technology has evolved to where companies like Peloton, Beachbody among others will offer you AIE live streaming workout classes from your choice of location, workout type and even instructor/trainer.
You ever heard if *"yesterday you said tomorrow…"* Well, tomorrow is here.

7. *Private Online Personal Training*
This one is one of my favorites.
As a practitioner in the online personal training and coaching space, I'd seen the evolution of online training in the last 3 years.
And the best part is that fitness trainer professionals are becoming more specialized. That means that you will have specific choices for your specific need or goal you are looking to accomplish.
With that said, be watchful of gyms and fit pros that want to be your 1-stop shop…
Another way to think of it is, you will not take your new BMW to a Toyota mechanic just because he or she say that they work on foreign made cars, right? Same goes for your health and fitness needs.

8. *Xerotransplant*
Try to say that 5 x in a row...lol
This medical advance is sure to bring tears of joy to over 116,000 people in 2018.
That's how many people are currently in the organ transplant waitlist in the U.S.
As you can deduct Xerotransplant is the bioengineering transplant of pig organs to humans. Despite the ongoing testings, researchers are extremely optimistic of all the happiness they can bring to those around us.
2018 is a good year for the dogs...lol

9. *Liquid biopsy.*
I often tell folks to "*think and act on with the end goal in mind"*.
And so the folks in liquid biopsy cancer research applied a similar

approach for this amazing discovery and hot new 2018 trend.
Doctors realized that if they were able to find a commonality in cancer patients during the metastatic stage, that may be they can get a step closer to help cure cancer.
So the results of this approach led to the discovery of proteins common in the metastatic stage among cancer patients.
The next logical step was to create an IT that can help early diagnosis and treatment of those with high likelihood for cancer.

I consider liquid biopsy is one the biggest medical breakthrough and game changers in 2018.
God bless those with perseverance and determination.

10.*Moringa*
Scoot over turmeric.
There's a new proven super mighty plant in the hood...
The name is **Moringa...**
The brag worthy tree is known in regions of Africa India and Chile.
By the way, the later one is recommended as one if the top 10 places to visit in 2018 --Hint😉
One of the things that makes moringa more than just anti inflammatory like tumeric is the nutritious value it contains.

Researchers claim it has twice the amount of protein than spinach.
It also contains more calcium, iron, and vitamin A.
And just for those few reasons you will see moringa as the new superfood in various food/snacks at your local grocery.
I am sure you are not surprised. What natural source have we discovered that have not capitalized and commercialized?

11. *Anti Aging*
More often than not simplicity wins over complexity.
For centuries "mankind" have been looking for the fountain of youth.
Well, recently researchers were able to pinned down a cell within the human DNA known as **NMA**.
This simple cells was noted to shrink/decrease during the aging process…

So smart researchers decided to alter the "speed of deterioration," in order to prolong DNA lifespan, therefore the timeline on which human DNA ages [a.k.a. our time on earth].

12. Healthspan

Now the research and finding just mentioned above bring us to the next fast upcoming buzzword of 2018---***"Healthspan."***

As you can imagine, technology and everyday discoveries have given us hope to extend our lives.

That means that in order for us to enjoy the time on this earth to the fullest we must proactively work on our health from every possible angle.

And that's how a new buzzwords was born...healthspan.

In 2018, you will notice more attention in the media and communities in general devoted to the active older adult market. For instance, ventures and programs catering to bring vitality and playfullness will increase.

Few of the venues that started surfacing in 2017 were :

- Abroad Yoga Wellness retreat
- Active older adult strength conditioning coaches
- Aquatic cycling group classes
- Over 65 adult sports league (basketball, soccer and even gymnastics)
- Outdoor 3+ days hikes and adventures.

BONUS -

13. *Biohacking for women by women.*

It once was a boys only playing field movement down in silicon valley.

However, you and I are well aware that the power and educational breakthroughs continue to be spearheaded by women.

And like I always said " *the man can be the head of the house but the head doesn't move without the neck...the woman*"

Biohacking it's going to be in the speedway in women's health.

From altering the menstrual cycle and pain associated with pms to cultivating live bacteria to improve conditions like eczema, acne and others.

With that said, women will continue to strive for optimal weight using diet approaches like the ketogenic diet.

Like many others in the past, it will serve as a nutritional platform for most women's new weight loss program and women's business network and marketing ventures.

So there you have them.
13 health and fitness trends and insights coming your way in 2018.
Please do remember, wellness consist of the active trilogy of body nutrients, body movement and mind-body evolution.

If you found this intriguing, would you be kind to share your opinion down below?
And most importantly, if you found any of the above findings of interest, I ask for to you share it with among your friends.
Remember, *“If you care, you share…”*

Yours Truly in Healthy Spirit,
J.Carlos Valdes, CFS,PTA and creator of the Fitlab Method at Therapeutic Trainers and Coaching.

All of the mentioned health and fitness related trends and insights are a compilation of the following resources:
Prevention Magazine
Kaiser Permanente Health Newsletter

www.jcarlosfitlab.com* info@jcarlosfitlab.com* 503-238-9172

IDEA journal
Rodale Wellness Journal
Well+Good Council

www.jcarlosfitlab.com* info@jcarlosfitlab.com* 503-238-9172