



GLOBAL WELLNESS
SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

Blue Zones:

The Full and Fascinating Story Continues

Dan Buettner, founder, Blue Zones, LLC, US



BLUE ZONES®

Live Longer, Better™



@bluezones



bluezones

BLUE ZONES

LOMA LINDA
CA, USA

NICOYA
COSTA RICA

SARDINIA
ITALY

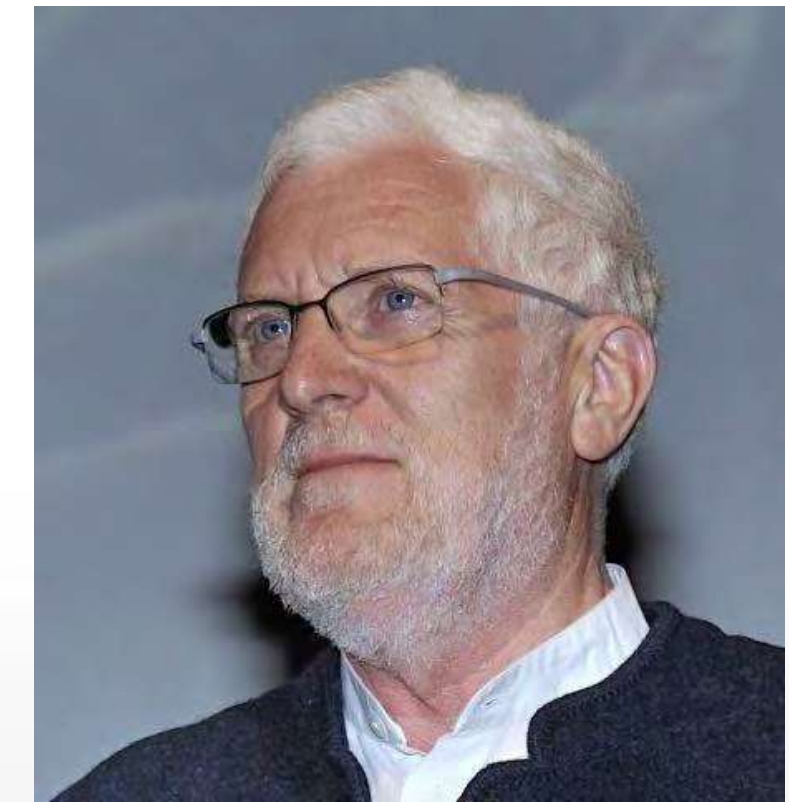
IKARIA
GREECE

OKINAWA
JAPAN

Collaborators

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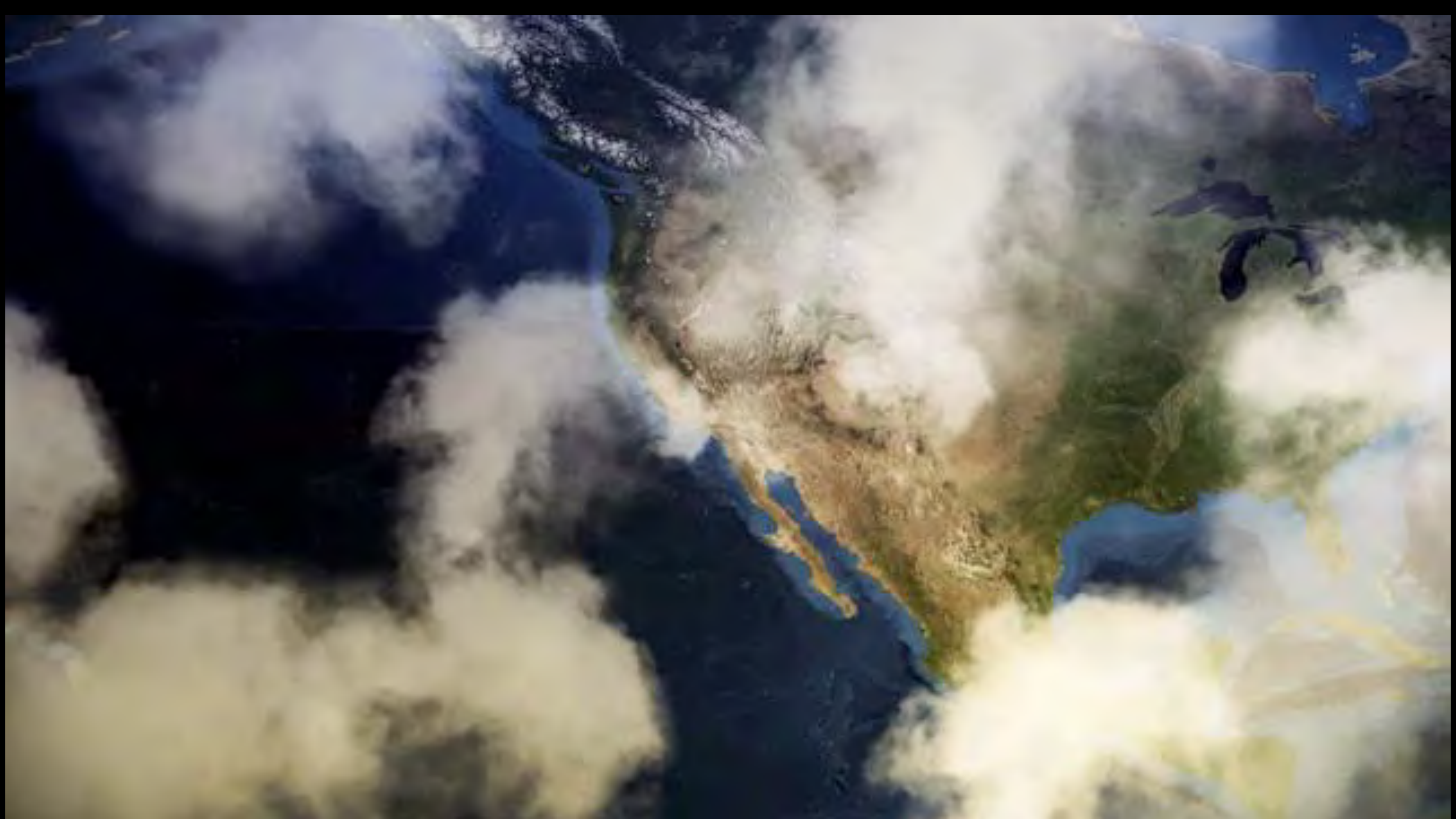






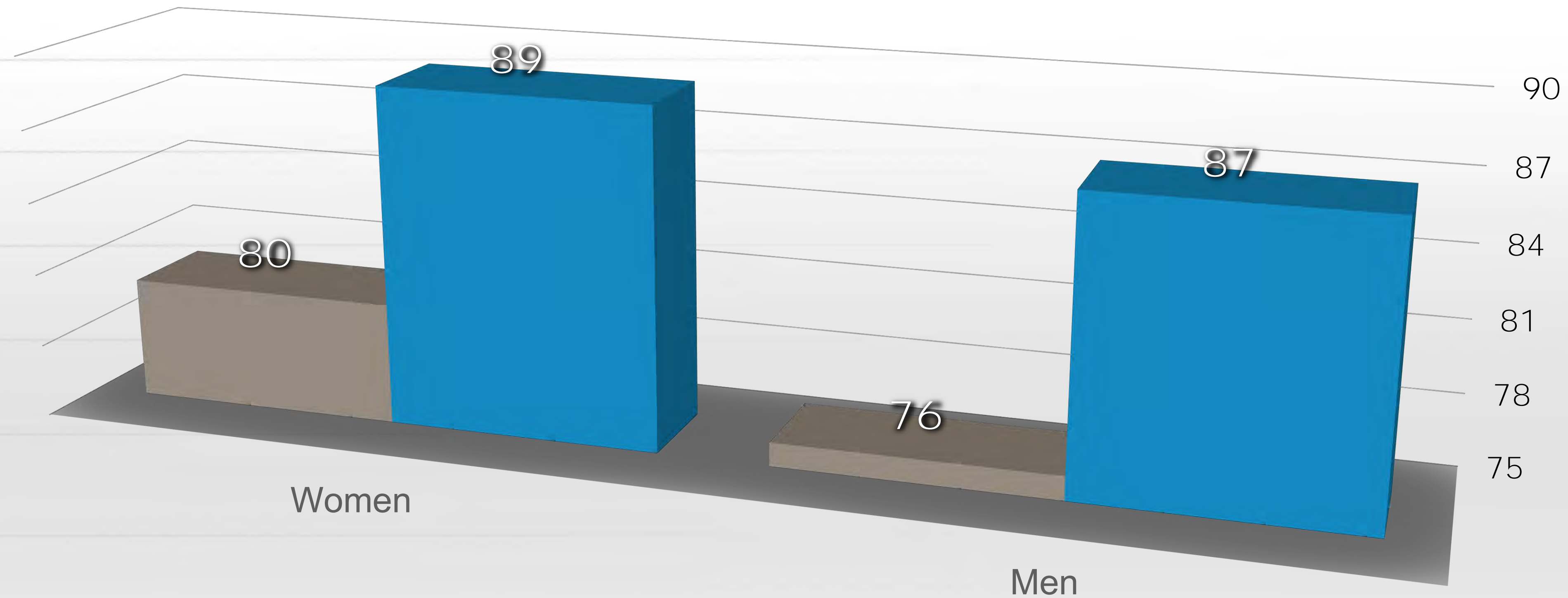








ADVENTISTS







New Orleans Style
Gumbo
with rice & vegetables

GUMBO





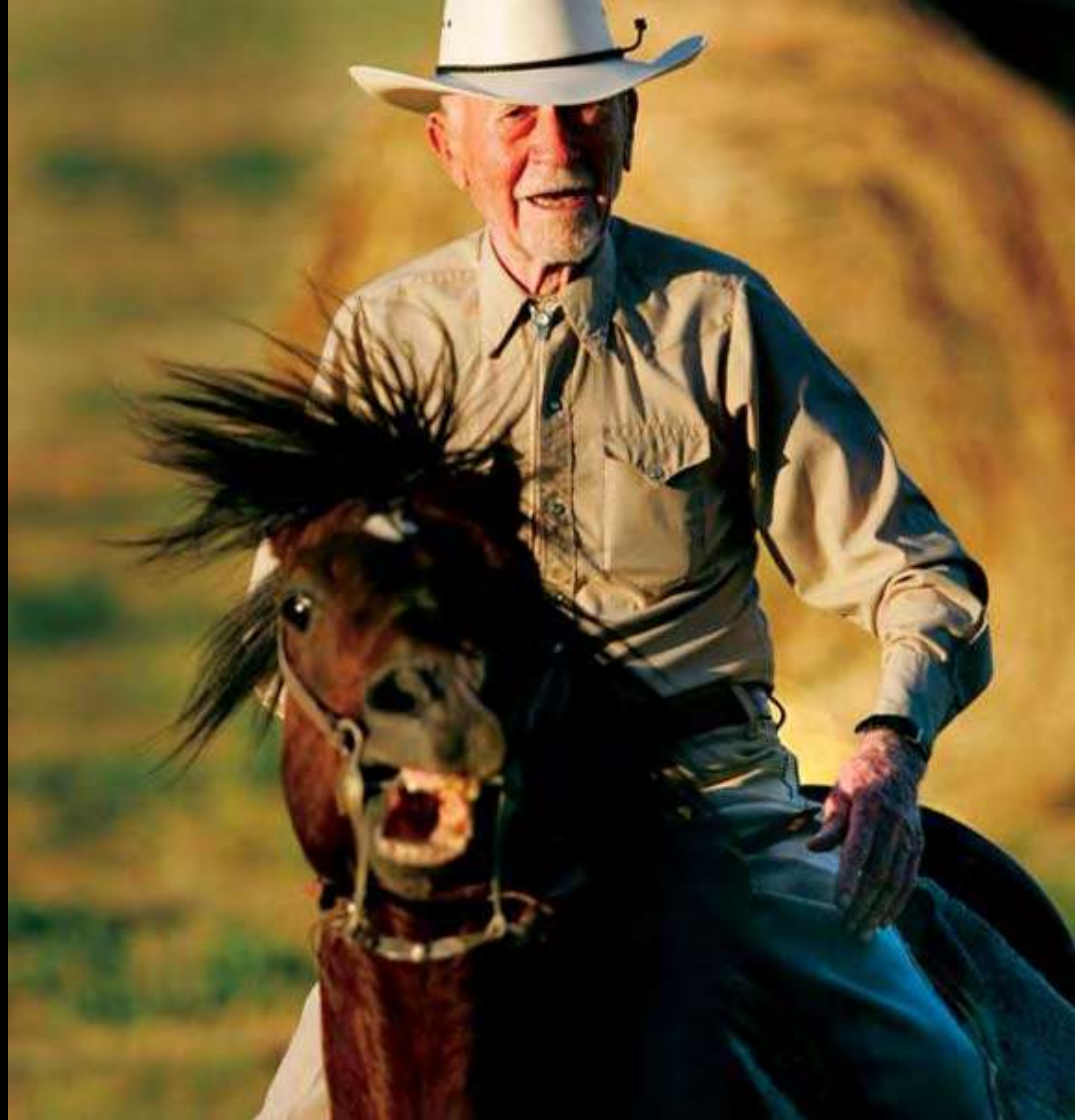
























NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

NATIONAL GEOGRAPHIC

The Secrets of Living Longer

**Nepal: Inside
the Revolution** 46

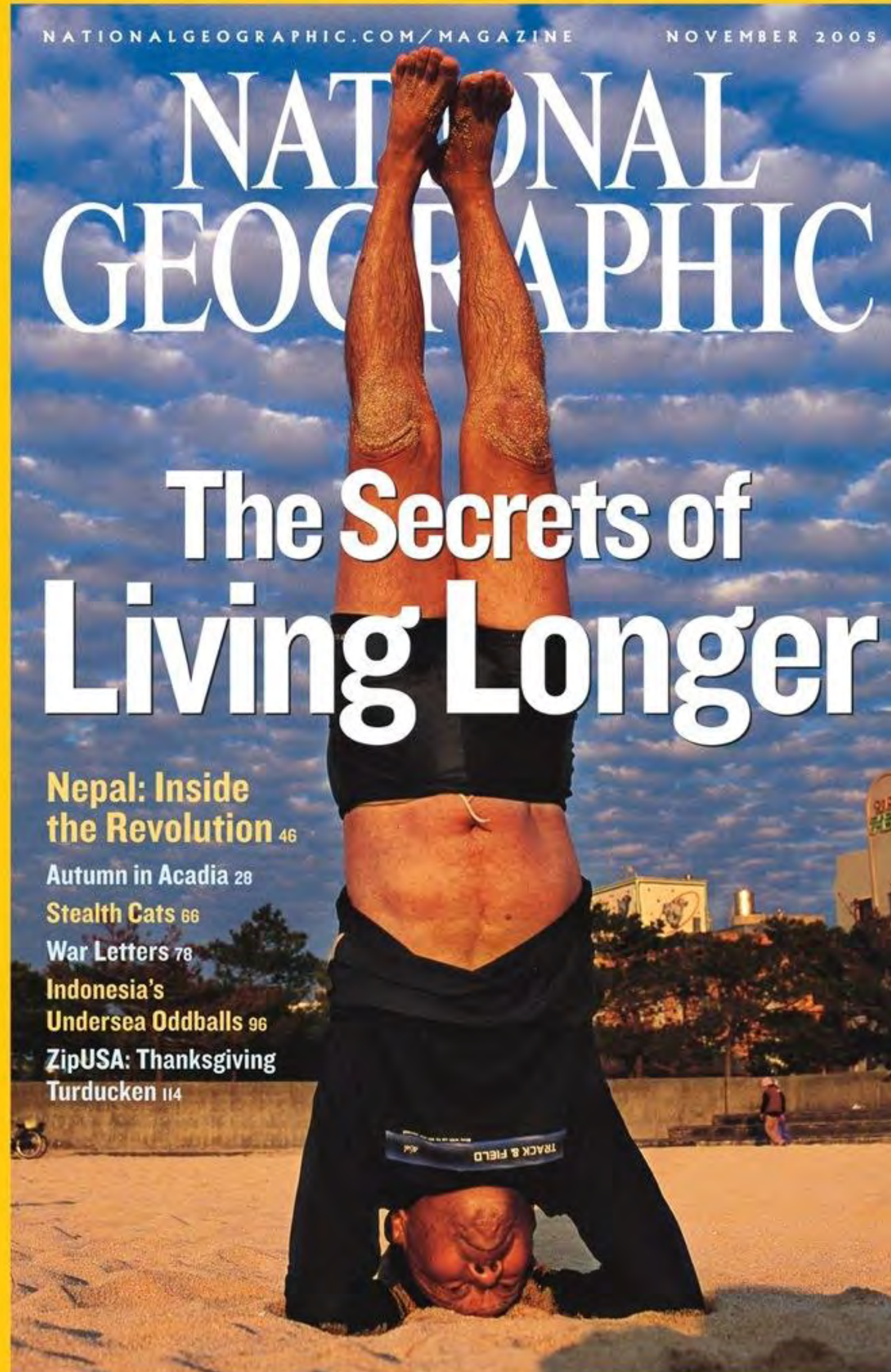
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ZipUSA: Thanksgiving
Turducken 114





Clase de
Ingles

Los Hornos
Calle 1000

































ELECTION 2012

Standard of Living Is in the Shadows as Election Issue

By DAVID LEONHARDT

A decade-long stagnation in family incomes, a bedrock issue for the nation, has been caused by automation and globalization, among other factors not easily remedied in Washington.

- Indiana Senate Candidate Draws Fire for Rape Comments
- The Caucus: Eastwood Is Back in an Ad for Romney

Post a Comment | Read (55)

U.S. Sees Iran Firing Back in Cyberattack



Andrea Frazzetta/LUZphoto for The New York Times

FROM THE MAGAZINE

The Island Where People Forget to Die

The Opin

Editorial: The Austerity Trap

Deep budget cuts haven't worked in Europe, yet Mitt Romney seems to believe they will work here.

Op-Ed: Who Threw Israel Under the Bus?

Republican presidents, more than Democrats, have put serious pressure on Israel.



MARKETS »

At 9:48 AM ET

S.&P. 500	Dow	Nasdaq
1,418.29	13,121.36	3,001.14
+5.18	+18.83	+10.68
+0.37%	+0.14%	+0.36%

GET QUOTES

My Portfolios »

Stock, ETFs, Funds

Go

Move Naturally

Right Outlook

- Downshift
- Purpose Now

Eat Wisely

The Power 9

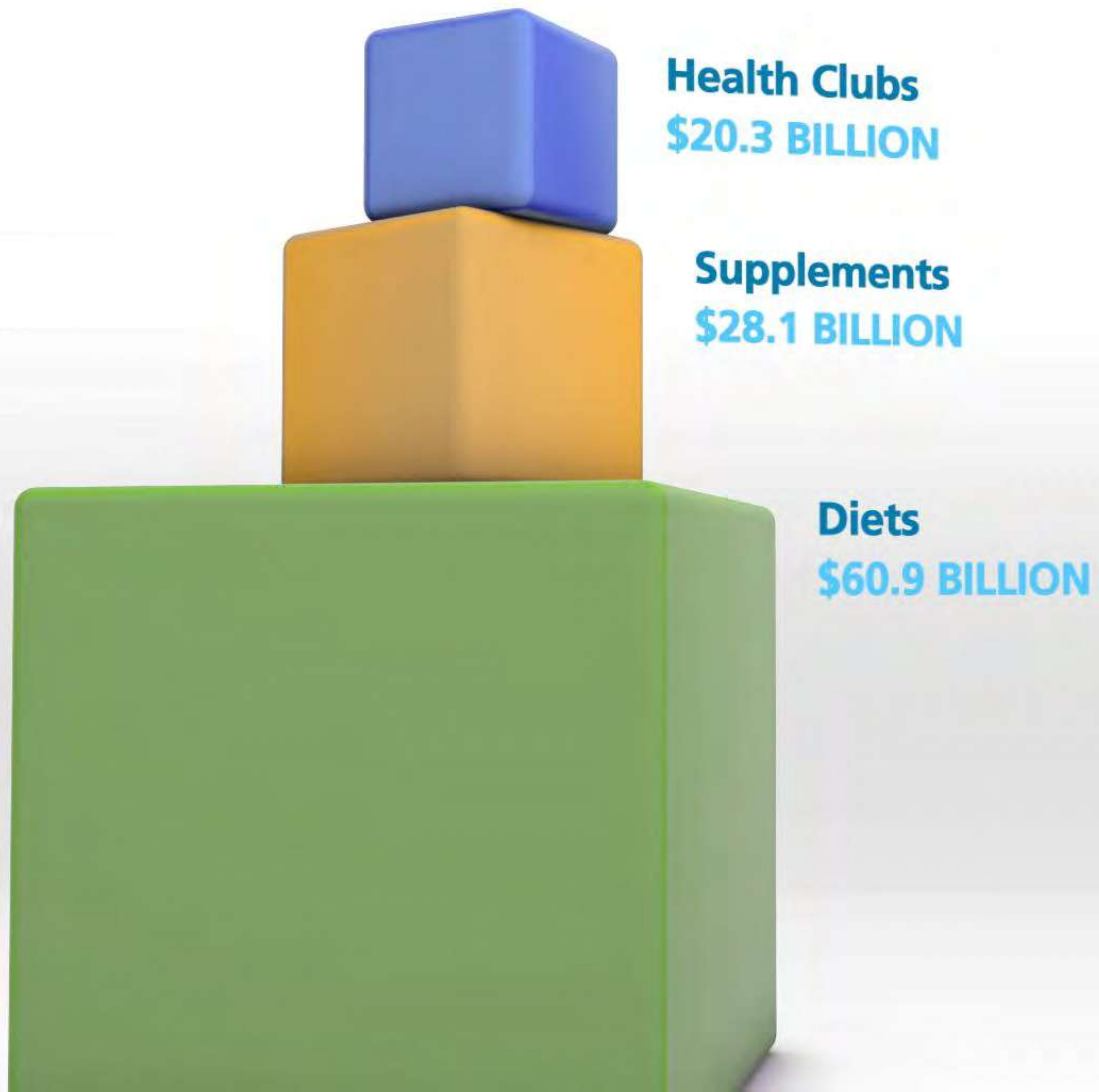
Secrets to Living Longer, Better

- 80% Rule

Connect

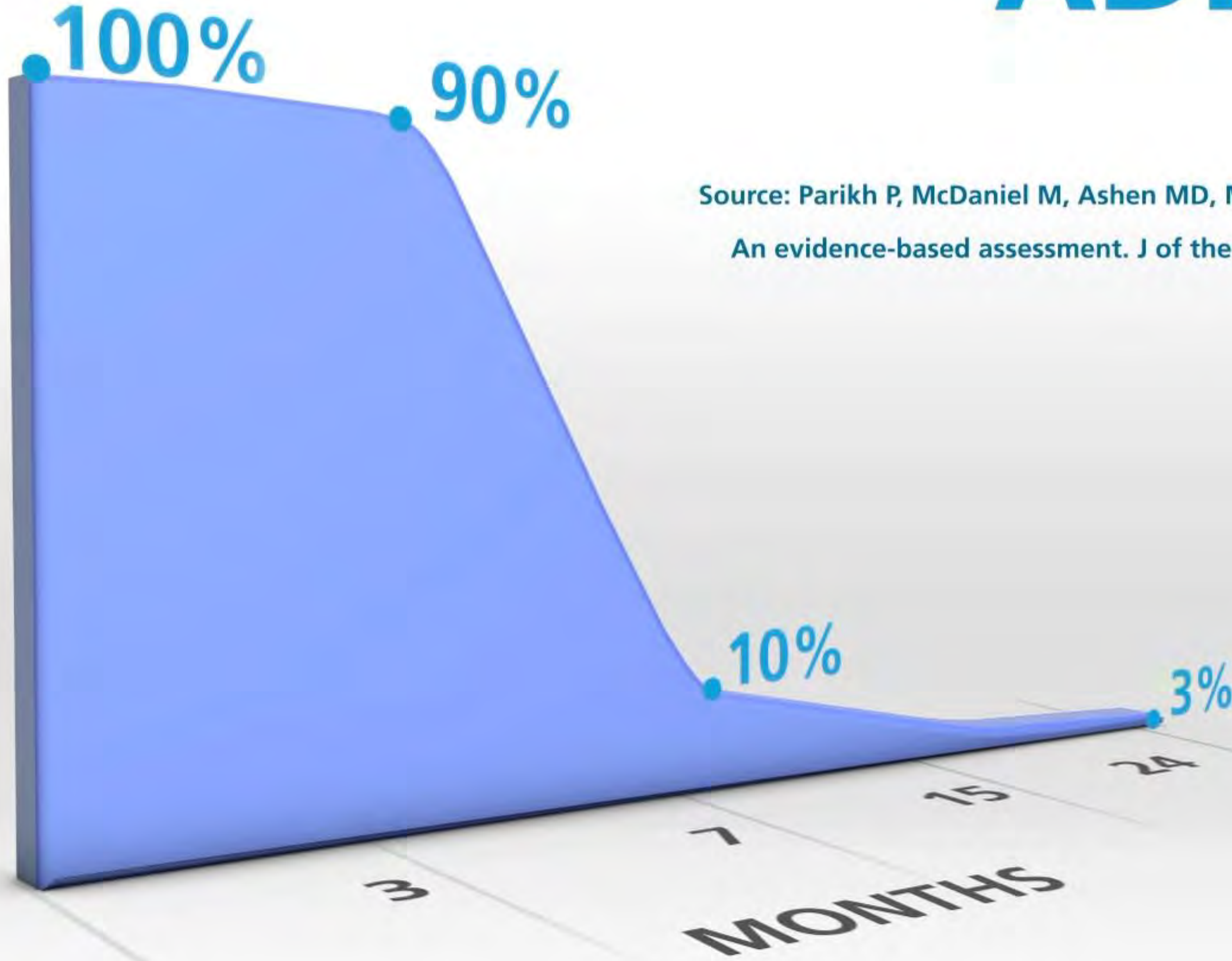
- Loved Ones First
- Belong
- Right Tribe

- **90%-100% plant based**
- **65% carbohydrates/starch**
- **Grains, greens, tubers, nuts and beans**
- **Meat < 5 times per month**
- **Fish < 3 times per week**
- **No cow's dairy**
- **Water, tea, coffee and wine**



ADHERENCE TO DIETS

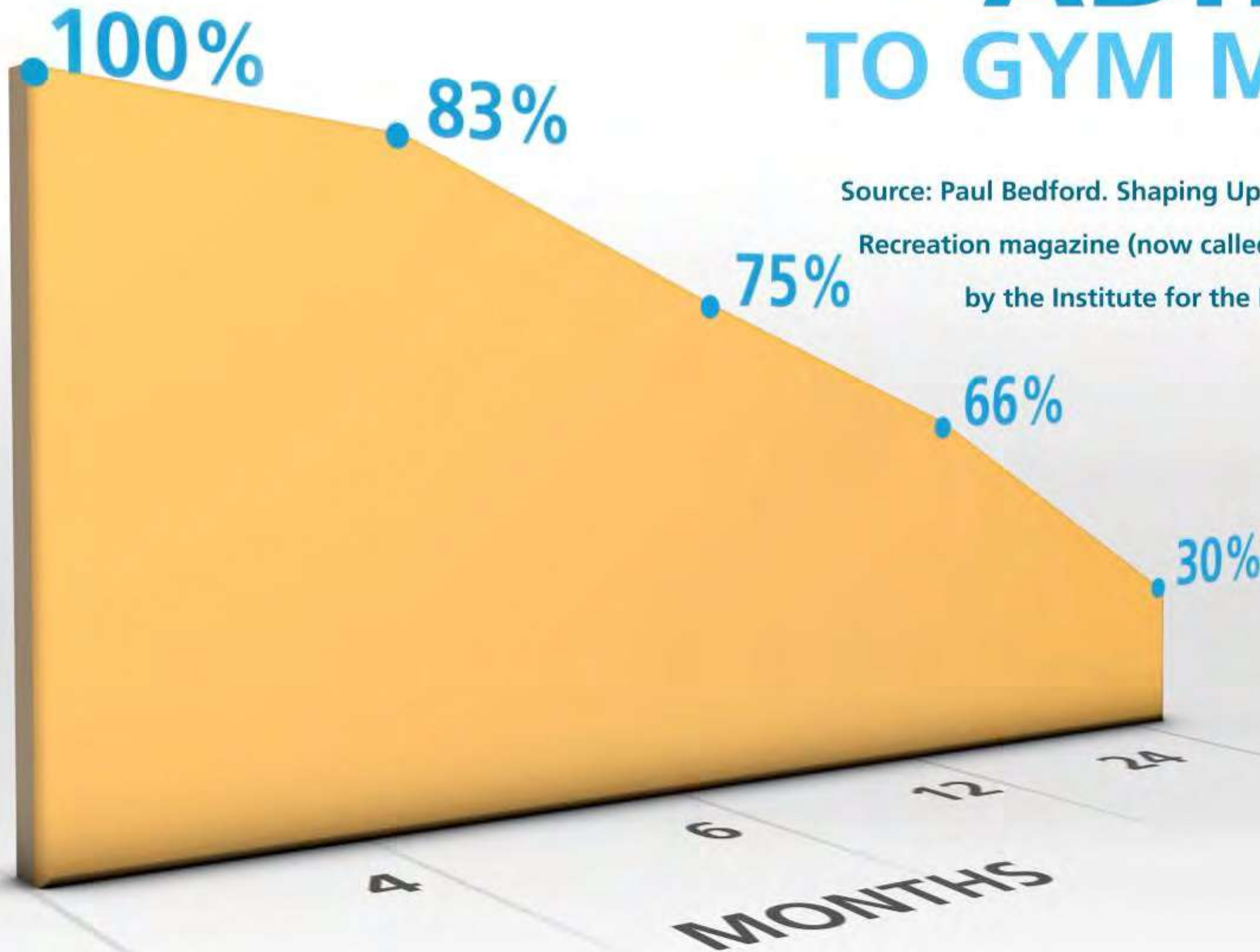
Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease:
An evidence-based assessment. J of the Am College of Cardiology. 2005;45:1379-1387.

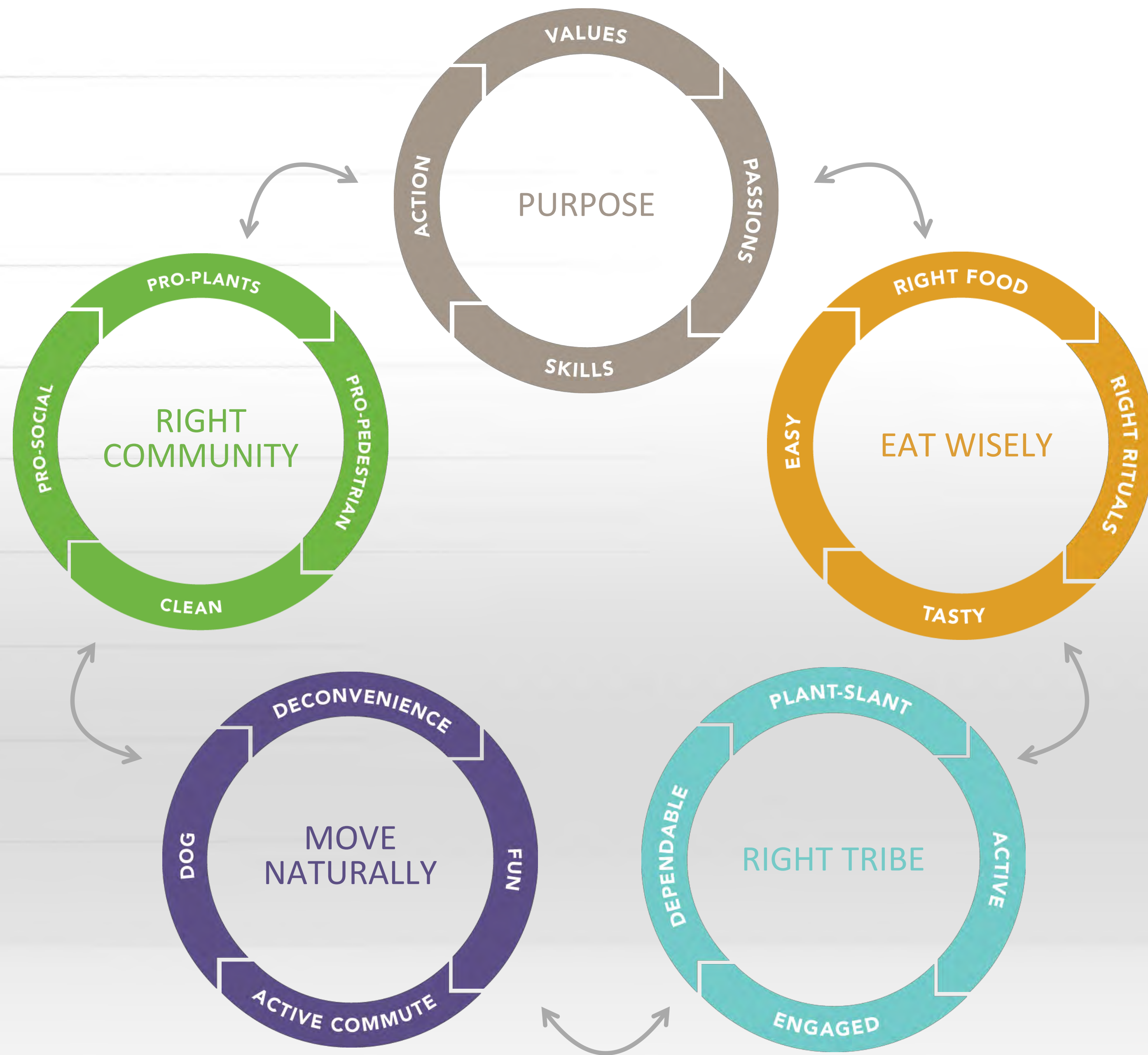


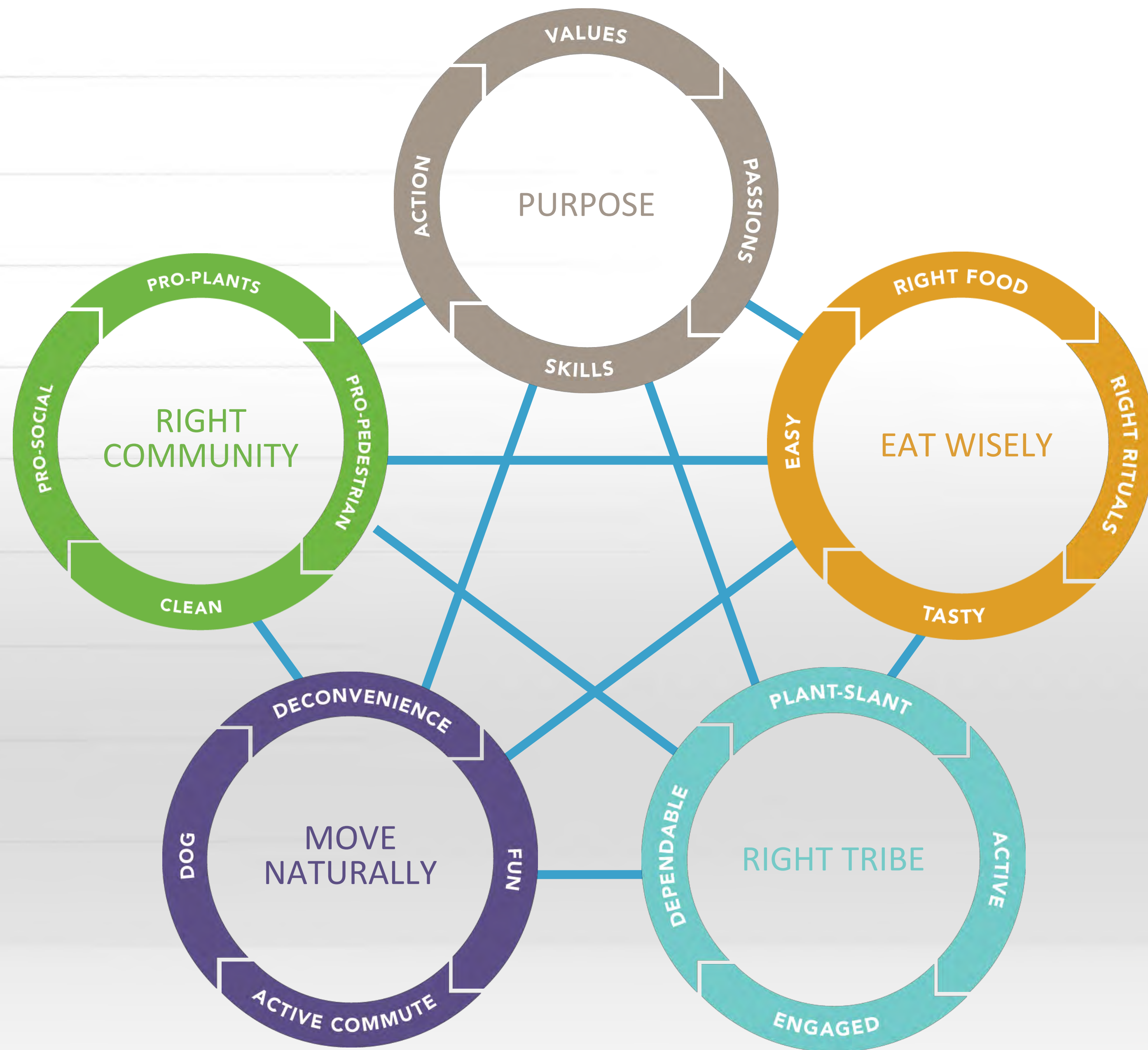
ADHERENCE TO GYM MEMBERSHIP

Source: Paul Bedford. Shaping Up the Figures. Recreation. March 2009, 34-45.

Recreation magazine (now called "Sport and Physical Activity") is published by the Institute for the Management of Sport and Physical Activity.







84%

of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.







SHAPING THE **BUSINESS** OF WELLNESS

GLOBAL WELLNESS SUMMIT 2018

