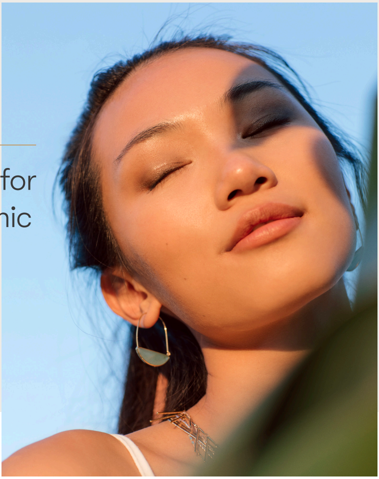
The Well Body

How the World Cares for Itself During a Pandemic



YOUNG LIVING

The world until now...

The pursuit of wellness is universal. In Germany, a weekly trip to the sauna is essential. In Korea, families visit day spas together. And in Egypt, the desert offers natural mineral water and sand bathing to revitalize and restore the body. No matter our differences, we all share a wish to be well. And that's because wellness impacts every aspect of the human experience.

But though wellness has always been universal, COVID has heightened its importance. Never before has everyone on the planet been experiencing the same thing so universally. Never before have we been so united in fighting one common threat.

Given how vital wellness is, we wondered how the role of wellness has changed in the wake of the COVID-19 pandemic. And so, we conducted a survey of 5,000 adults across 5 countries to discover what this essential component of our lives looks like now in this **different new world.**

What’s wellness?

Though the pursuit of health has been around since humans began, the term “wellness” has only been in use since the 1950s. That may be why there are so many different definitions of what it actually is and also why our understanding of wellness is always changing.

HOW PEOPLE DEFINE WELLNESS

- 22% Finding overall happiness
- 17% Balance in work and life
- 15% Being in good physical health
- 11% Minimizing stress

57%

COVID-19 has shifted our conception of wellness.

The pressures of the past year have rearranged our priorities. Before the pandemic, we could ignore the stress of daily life and unwind on the weekends. Or we could turn of people say they place more emphasis on taking care of their mental health since the coronavirus pandemic.

to social gatherings, live music events, and sports to help us cope. That all changed with COVID-19—our usual coping mechanisms were suddenly unavailable. Many of us didn't realize how vital those components of normal life were to our mental health.

That's why more people conceptualize wellness as mental health now than they did before the pandemic.

Twice as many Gen Z think of wellness as primarily mental health (24%) than physical health (12%).

22% of Black Americans think of wellness as primarily mental health compared to **14%** of whites and **18%** of Hispanics.

48%

of people are stressed on a typical day, with 5% saying they are so overwhelmed on a typical day they almost can't function.

Stress & happiness.

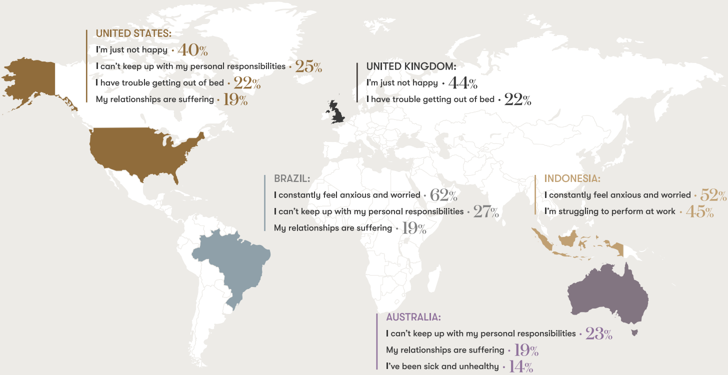
It makes sense that happiness and wellness are so closely linked. After all, it's much easier to feel happy when our lives and bodies are balanced. In our pursuit of happiness, however, there remains one obstacle that's larger than the others: **stress.**

That stress causes anxiousness and worry that can take away feelings of joy. One in three people say they're just not happy, and stress definitely contributes to that unhappiness. What made last year so difficult is that the normal concerns of daily life didn't disappear—instead, we found ourselves dealing with typical struggles in addition to concerns about the pandemic. A year later, COVID-19 still remains the largest source of stress across the globe, more than double the stress from economic conditions or work.

For Relaxation...

Lavender essential oil in a Lucia or Lustre Artisan diffuser calms and balances

HOW STRESS FEELS AROUND THE GLOBE



UNITED STATES:
I'm just not happy • 40%
I can't keep up with my personal responsibilities • 25%
I have trouble getting out of bed • 22%
My relationships are suffering • 19%

UNITED KINGDOM:
I'm just not happy • 44%
I have trouble getting out of bed • 22%

BRAZIL:
I constantly feel anxious and worried • 62%
I can't keep up with my personal responsibilities • 27%
My relationships are suffering • 19%

INDONESIA:
I constantly feel anxious and worried • 52%
I'm struggling to perform at work • 45%

AUSTRALIA:
I can't keep up with my personal responsibilities • 23%
My relationships are suffering • 19%
I've been sick and unhealthy • 14%

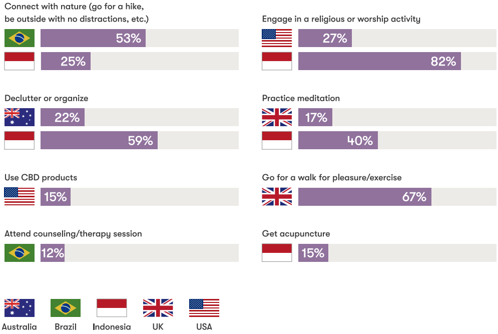
Stress is impacting people with constant feelings of anxiousness and worry, and more than 1 in 3 say they just aren't happy.

49% of people worldwide constantly feel anxious and worried.

Caring for us.

The good news is that many of us have taken this time to learn how to care for ourselves better. Almost half of us (48%) are making wellness and self-care a top priority. New wellness practices and even small rituals have taken on more meaning. With more emphasis on wellness, we are seeing a greater level of personal awareness and understanding.

HERE'S HOW PEOPLE AROUND THE WORLD ARE CARING FOR THEMSELVES



94%

of people who go for a walk regularly consider it a wellness practice.

78% of people drink tea/coffee

74% of people connect with people or pets

33% of people avoid using social media for a certain period of time

20% of people use aromatherapy/ essential oils

Interested in trying CBD?

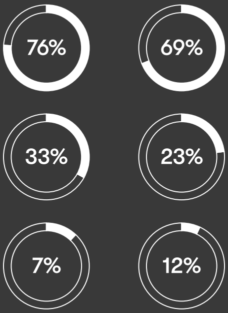
Cool Mint CBD is a great introduction

Each drop of Cool Mint CBD Oil provides a splash of peppermint for an uplifting aroma. This proprietary and unique formula harnesses the full power of CBD and Young Living Peppermint and Spearmint essential oils.

CBD OIL
NATURES ULTRA
COOL MINT
500 MG
CBD OIL
NATURES ULTRA
CITRUS
500 MG

Stopping the clock.

With errands to do and kids to care for, it might seem like there just isn't enough time in the day to care for ourselves. And sometimes it's easy to forget to make wellness a priority.



	U.S. WOMEN	U.S. MEN
Spend less than an hour a day engaging in wellness practices	76%	69%
Took zero days off work in 2020	33%	23%
Took 3 or more weeks off work in 2020	7%	12%

18%

of Americans say they feel guilty spending time on themselves, vs. just 8% in Brazil and 9% in Indonesia.

The top barrier people cite for not spending more time on wellness right now are COVID-19 restrictions. This is a particularly high factor in:

UK and Brazil	Indonesia
47%	42%

New rituals.

But if we take the time to make wellness a priority, there's so much joy to be discovered. Many of us began meditating and practicing yoga during the pandemic. It became such a benefit that 86% of people who started meditating during the pandemic expect to keep it a habit once the pandevmic is over, and 85% of those who started practicing yoga plan to stick with it.

Yoga and attending counseling/therapy sessions are the top habits picked up during COVID-19. Also high are meditation, acupuncture, CBD products, and at-home spa or skincare treatments. For many of us, this past year was a much-needed journey into a new world of beneficial rituals.

32%

of people who regularly use aromatherapy/essential oils say it's a habit they picked up during the pandemic

"Treat myself to a spa"
Australia
"Lots of gardening"
"Dedicate time to my own thoughts and feelings"
USA
"Spend time with my family"
"Positive affirmations"

UK
"I put on yoga pants"
"Enjoy a coffee or herbal tea in peace"

Spots of Brightness.

42% of people worldwide resolved to set aside more time for their personal wellness in 2021 and 36% want to maintain their wellness habits created during 2020

"Relax watching films and series. It helps me to not think so much"
Brazil

"Interact with family and friends."

Indonesia

"Biking every weekend."

"Go on morning walks on the beach."

The best kind of lesson.

This hasn't been the first time the world has experienced a pandemic. But it has been the first time we've been able to share our experiences with each other instantly. We could take a yoga class from an instructor in Indonesia or read aromatherapy tips from a wellness guru in Brazil. We could learn how to sew masks from a seamstress in Wisconsin or dance with a hip hop choreographer in Japan.

Through it all, we've learned that we're not alone. We've learned how to make our wellness a priority. And, most importantly, we've learned that—if we take care of ourselves first—we can conquer anything.

Incorporating Essential Oils into your daily wellness routine can be a great way to enhance your experience. Whether you choose to boost your meditation or yoga sessions aromatically with a diffuser or you want to apply it behind your ears and wrists for a rejuvenating effect, our How to Use Essential Oils blog is a good place to get started.

About Young Living Essential Oils

Young Living Essential Oils, LC, based in Lehi, Utah, is the world leader in essential oils, offering the highest-quality oil-infused products available. Young Living takes its industry leadership seriously, setting the standard with its proprietary Seed to Seal® quality commitment, which involves three critical pillars: Sourcing, Science, and Standards. These guiding principles help Young Living protect the planet and provide pure, authentic products that its members can feel confident about using and sharing with friends and family. Young Living's products—which all come from corporate-owned farms, partner farms, and Seed to Seal-certified suppliers—not only support a healthy lifestyle but also provide opportunities for over 6 million global members to find a sense of purpose and whole-life wellness by aligning their work with their values and passions. For more information, visit YoungLiving.com, follow @youngliving on Instagram, or like us on Facebook.

Young Living conducted this research using an online survey prepared by Method Research and distributed by Dynata among n=5,000 global adults ages 18-64, with 2,000 from the United States, 1,000 from the United Kingdom, 1,000 from Brazil, 500 from Indonesia, and 500 from Australia. The sample was evenly across age and gender within each individual country. The United States sample was balanced across census targets for race and geographical region. Data was collected from February 2 to February 17, 2021.