

The Pulse Newsletter



BY THE NUMBERS



41%

The amount of annual wellness spend in the U.S. driven by Gen Z and Millennials.



\$500 billion

The annual spend in the wellness industry in the U.S. Think that's a lot? The global wellness industry spend is valued at \$2 trillion.

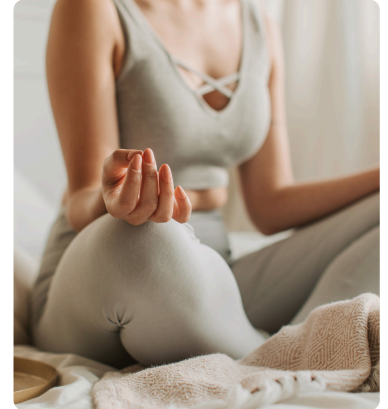
Source: McKinsey & Company

FOCUS

Debunking wellness myths

In a world where trends come and go - and misinformation spreads quickly - it's important to take note of what is fact versus fiction.

There are many wellness fads and "quick fixes" that promise results but fall short on lasting benefits. In this month's edition, we'll debunk a few common wellness myths and share some healthy truths.



COLD PLUNGING: TREND, TRUTH, OR MYTH?

Cold plunging has exploded in popularity as a ritual to boost mood and improve recovery, but is it legit? Evidence points to *trend...with some truth*. While cold plunging is beneficial, and proven to reduce muscle soreness, boost mood, and reduce inflammation, it's not a miracle cure.

Interested in the science behind the cold plunge? Check out this [Mayo Clinic](#) article.

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DETAIL

Let's debunk some wellness myths

By Mackenzie Pennington, Sr. Population Health & Wellbeing Consultant

1. Being thin equates to being healthy

The idea that "thin = healthy" is misleading because body size doesn't reflect overall health. Overall health is influenced by a variety of factors, including physical activity, mental wellbeing, sleep, lab markers, and more.

2. You can catch up on your sleep

You can recover from short-term sleep loss (a few nights of less sleep) but can't catch up on chronic sleep loss (weeks, months, or years). Adults need 7-9 hours of quality sleep per night to function best.

3. Detoxes and cleanses make you healthier

While these may make you feel better temporarily, our body's liver, kidneys, and digestive system naturally remove toxins every day - no detox or cleanse needed.

4. You only need to see a doctor when you're sick

Regular check-ups are important to stay healthy. Being proactive with your annual preventive check-up and age-appropriate screenings (mammogram, colonoscopy, well-woman exam) help to catch issues early and manage your overall health.