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Lifestyle

LIFESTYLES OF HEALTH AND SUSTAINABILITY INITIATIVE

The 360 round tour communication consultancy firm PRAIS Corporate Communications is launching today "The *LOHAS* Initiative": Lifestyles of Health and Sustainability, a complete range of PR and strategic marketing services aimed at promoting the market of products and services provided through economically sustainable and environmental friendly business practices. LOHAS -PRAIS initiative will be materialized this year in a series of public debates, national information campaigns, conferences and workshops, in parallel with the development of projects and a national contest.

LOHAS – which stands for Lifestyles of Health and Sustainability, is a term which designates a market segment with a spectacular growth in North America, Western Europe, Japan and Australia. Mainly focused on four different areas – health (*healthy lifestyles*), environment (ecology, *ecological lifestyles*), *personal development* and *sustainable economy* – the LOHAS market is measured and assessed constantly by the Natural Marketing Institute (NMI) from the USA, which created this concept.

LOHAS consumers want to know "where does it come from?", "who produced it?", "what is it packaged in?" and "what will happen when I dispose of it?" Also called "the cultural creatives" by the American sociologist Paul H. Ray, they designate a wide segment of educated consumers from Western societies, who make informed buying and investment decisions, based on solid social and cultural values.

Various industries decided to join the eco movement. Large car manufacturers, such as Toyota, Ford, Chrysler, Audi, BMW or Porsche propose hybrid or electric car models – Ford being also one of the traditional participants in and sponsors of the LOHAS Forum in the USA. Multinational food and beverage companies develop full ranges of products – *functional food* – which are healthy for the human body. The cosmetics industry promotes natural active ingredients, and food supplements can be largely found in pharmacies. Travel agencies offer SPA services, rapeseed has become a source of alternative fuels, wind or solar energy starts to be used.

A global market of more than 500 billion dollars. The New York Times has described LOHAS as "the biggest market you have ever heard of". International research estimates that the LOHAS market currently accounts for a global value of more than 550 billion US dollars. However, spectacular growths are expected for the following 10 years. Only in the USA, in the LOHAS forum last year, experts revealed that the LOHAS market will increase four times by 2015, up to 845 billion USD.

Author: Andreea Negrea