

Well travelled



Consumer demand for health and wellness products has become something of a global phenomenon. **Julie Baxter** discovered how this trend is making its mark onboard

With the techno-stresses of self-check-in and the ever-increasing hassles of airport security, safe arrival onto the aircraft is increasingly a moment of great relief. Once onboard the range of products to help passengers relax and feel good is growing, all designed to help them maintain a sense of wellbeing throughout the flight and arrive in tip-top condition.

Eat well
Inflight menus regularly now include lighter/healthier options and premium passengers increasingly take a light pre-flight meal in the airport lounge for wellness reasons before boarding. Boudewijn van Eeghen, of FlyFit, has been watching the wellness trend for some years. He says: "We all know about dehydration, stress and the



loss of vitamins and minerals, but when we began offering products to counter these five years ago airlines were not particularly interested. Now wellness is a consumer issue and airlines see they can create an extra smile from their passengers when they show that they care about passenger wellbeing."

Mineral shots

The FlyFit vitamin and mineral shots contain vitamin C and zinc to be taken without water during a flight. Their ingredients help reduce tiredness and fatigue and come in six flavours. They are used by crews, on the food tray, in snack boxes and on amenity kits by airlines including Emirates, Virgin Australia, easyJet, and Eva. Poured direct into the mouth, the newest flavour is FlyFit Fresh (with mint). The product has a two-year shelf life and is naturally sweetened with stevia. It has no colourings or preservatives. The FlyFit brand also includes a range of yoghurts and muesli bars with similar qualities and flavours. They are all gluten-free and can be stored at ambient temperatures for up to six months. There are also muffins, sandwiches, and fruit and nut snacks. vitalithealth.com

Drink well

Experts counsel against drinking alcohol onboard, or tea, coffee and fizzy drinks with caffeine. The importance of good hydration inflight is well documented. The exceptionally dry air in aircraft means passengers need an extra litre of water every five hours while flying. Passengers can now choose from a growing range of wellbeing drinks on the market too.

Flyhydrate

Flyhydrate is a three-beverage system created to deliver active ingredients in a systematic way to help counter the physiological stresses occurring throughout a single journey. Each drink has a unique formulation aimed at delivering the most value for a particular stage of the flight: after take-off, mid-flight and before landing. Developed in New Zealand and sold at Auckland International Terminal, the drinks' multi-electrolyte composition is said to enable a more effective fluid retention than drinking plain water. Among key ingredients is Proxavis Fruitflow, a bioactive ingredient extracted

from tomatoes with anticoagulant properties. flyhydrate.com

FlyFit

FlyFit offers a range of healthy drinks in environmentally-friendly cartons packed with vitamins and minerals that reduce fatigue during travelling. Available onboard many European airlines as well as in hotels and airports, the drinks are available in cocoa, blueberry, tropical, cherry and pomegranate flavours and fit easily into snack boxes and trolley drawers. In addition, a new FlyFit Flow product supports long-haul travel with supplements that guard against the risks of deep-vein thrombosis. Two airlines (names currently confidential) have been contracted to offer the product on long haul flights from 2015 for Business passengers.



Little Miracles

A blend of organic tea and fruit juice, the Little Miracles range includes panax ginseng in its purest form and açai to create a pick-me-up beverage with health and wellbeing

"Airlines can create an extra smile from their passengers when they show they care about passenger wellbeing"

in mind. All blends are sweetened with organic agave, and are less than 90 calories and are free from artificial colours, flavours and sweeteners. Available in over 20 countries, Little Miracles products are sold on trains and airlines including easyJet which features the green tea and pomegranate line. Newly added flavours are lemongrass tea, orange juice and ginger. drinklittlemiracles.com

Skin deep

Perhaps the most obvious nod to wellbeing onboard is the amenity kit where the wellbeing of the skin is high on the agenda.

Elemis

Noella Gabriel, Elemis director of product and treatment development, says: "An airless cabin is one of the most challenging and ageing environments for the skin. Skin wellbeing here is all about hydration, hydration, hydration!" Elemis supplies amenity >





▶ products for British Airways' Club World and includes a pro-collagen marine cream (its top-selling moisturiser) in a four-step programme to fight the effects of flying. ba.com

Crabtree & Evelyn

SriLankan Airlines has chosen luxury brand Crabtree & Evelyn for its Business amenity kit (supplied by Formia) to build its quality reputation. Each pouch contains lip balm and a facial spray, plus jojoba oil moisturising lotions with soybean oils, beeswax and vitamin E to ensure a long-lasting effect. srilankan.com

Lighten up

Ongoing research has shown light therapy can help travellers gain a sense of wellbeing. Onboard experts are tapping this technology to improve the mood onboard and help tackle jetlag.

Dreamliner

The Dreamliner, for example, has fully-adjustable colour LED mood lighting, employed to reflect the time of day throughout the flight, and subtle changes in light settings are used to enhance the feeling of wellbeing. When crossing time zones, day and night lighting is used to help customers adjust to the time at their destination, reducing jetlag.

The aircraft's design puts passenger wellbeing to the fore with new dual

filtration technology to remove odours as well as allergens, bacteria and viruses, and lower pressurisation to improve customer comfort and increase humidity, said to reduce headaches, fatigue and jetlag. Noise levels are 60% lower than in similar aircraft and the effects of turbulence are less.

Re-Timer

Worn like a pair of sunglasses, the Re-Timer was invented by Australian sleep researchers and emits a soft, UV-free green light onto the eyes to stimulate the part of the brain responsible for regulating the body clock. They make it easier to fall asleep and wake up and can counter jetlag. The glasses have a lightweight design, rechargeable battery, and USB recharger. The light source is soft, so users can still read and work while they wear them. re-timer.com

Turn it on

Technology tends to stimulate and excite the brain rather than relax it but increasingly IFE systems are being used to offer relaxation and wellbeing options, from on-screen yoga and in-seat exercise routines to audio meditation.

Fly Healthy

Qatar Airways offers a *Fly Fit, Fly Healthy* programme with simple ways to fly healthily, put together in association with The Chopra Center for Wellbeing

Pictured above (L-R): The Dreamliner's fully-adjustable colour LED mood lighting and the Re-timer glasses. **Following page:** EVA Air adds comfy pyjamas to its wellbeing mix

and wellness guru, Deepak Chopra. The programme offers customised Ayurvedic techniques that passengers can use during their flight (and at home) to feel more balanced, healthy and relaxed. It includes advice on what to eat and drink, leg exercises and in-seat yoga moves, self-massage ideas and meditation techniques. qatarairways.com

Slow TV

Many carriers now include a relaxation soundtrack within their inflight entertainment system to encourage wellbeing. British Airways recently added to its special inflight relaxation and destress podcasts with the introduction of 'Slow TV' programming on a number of its long-haul flights. The 'wallpaper' style footage, which features a seven-hour train journey through Norway, is said to have an hypnotic quality for some viewers. ba.com

Myndplay

A Myndplay headset, with a meditation algorithm, is used to help passengers achieve clear-mindedness – a prerequisite of good sleep. Used in collaboration with a 'happiness blanket', it has helped study travellers' sleep and relaxation patterns during a flight. The 'happiness blanket' is ▶



FORMIA.COM

FORMIA
amenity kits for the indulgent traveller

Supplier of the Year 2013

presents

Garuda Indonesia Business Class kit winner of
Travel Plus Gold Award for Business Class Unisex Asia / Oceania

WELLBEING IN THE AIR

- › woven with fibre optics and uses neuro-sensors to measure brainwaves, changing colour from red to blue to show when a person is at their most relaxed.

Vincent Walsh, professor of human brain research at University College London, has been working with British Airways on this research. By monitoring sleep and relaxation patterns BA hopes it will be able to improve its inflight service, altering meals and entertainment to make flying more relaxing.

Sleep well

Walsh adds: "You can never underestimate the importance of good sleep and sleeping on a plane is a great opportunity to reset your body clock so you arrive feeling refreshed and rested. Flying presents the body with a unique set of challenges, but getting a proper sleep on a flight isn't rocket science. You need to ensure your brain has as few distractions as possible so that you can ease it into a different time zone. Lying down and making sure you have as much darkness as possible go a long way to helping you to do so."

Eye Mask

The traditional fabric eye mask has been a staple of the onboard amenity kit for years. Now research is evolving these to a new level. Keystone International is producing a sleep-inducing eye mask with innovative internal lighting. Inside the lining is a flashing blue LED stick, the frequency of which follows neuro-flow to help induce sleep. globalsolution.de

Sky Tent

Also designed to help passengers sleep is an alternative to the eyemask, the SkyTent. This eco-friendly, breathable head-dress creates a darkened inflight sanctuary behind which passengers can

rest. The product, made from bamboo fabrics for its antimicrobial properties, is durable and comfortable, and one size fits all. sky-tent.com

Dress well

There is a slight risk of developing DVT if you remain seated in an aircraft for a prolonged duration. To counter this, passengers should improve their circulation with exercise and movement but appropriate clothing can help too.

Flight socks

G C Tech offers a range of socks and tights with therapeutic compression designed to prevent travel-related leg swellings, so reducing the risk of DVT. The latest addition to the range is a new Ultra Fit compression sock which, unlike many off-the-shelf socks, is a medical-grade product adapted for extra comfort and style. The socks are said to reduce swelling, keeping lower legs fresh and ache-free. They have been designed by surgeons and textile engineers and include anatomical shaping and silicone sole grips. vitalactive.com

Pyjamas

EVA Air recently updated its Royal Laurel inflight service items to offer pyjamas made from silky soft fabric. The addition is part of the airline's commitment to using natural products to support wellbeing in the air. It also now serves the popular branded mineral water, Fiji Water, and Escents toiletries which are created in Canada with plant-based ingredients and natural essential oils. eva.air

"Sleeping on a plane is a great opportunity to reset your body clock so you arrive feeling refreshed and rested"

