



# color markets

healthcare



## HEALTH & WELLNESS FACILITIES



The Affordable Care Act takes the healthy and fit lifestyle beyond the fitness centers and yoga studios; it is a vital part of lifestyles and has a direct correlation to insurance rates. The ACA creates new incentives and builds on existing wellness program policies, to promote employer programs and encourage opportunities to support healthier workplaces. (*U.S. Department of Labor 11/ 12/12*)

Employers are encouraging their employees to take control of their personal health by providing incentive programs.

Services are generally promoted on websites and include featured blogs from doctors, class schedules, healthy food options and recipes, as well as specialized exercise programs. Alternative methods to avoid unnecessary surgery are encouraged through healthy weight management and nutrition classes. The new healthcare approach is preventative care rather than the reactive response as it has been for many, many years.



### *Motivation may include...*

- Reimbursement for gym memberships
- Rewards for non-smokers
- Compensation for participation in health risk assessments

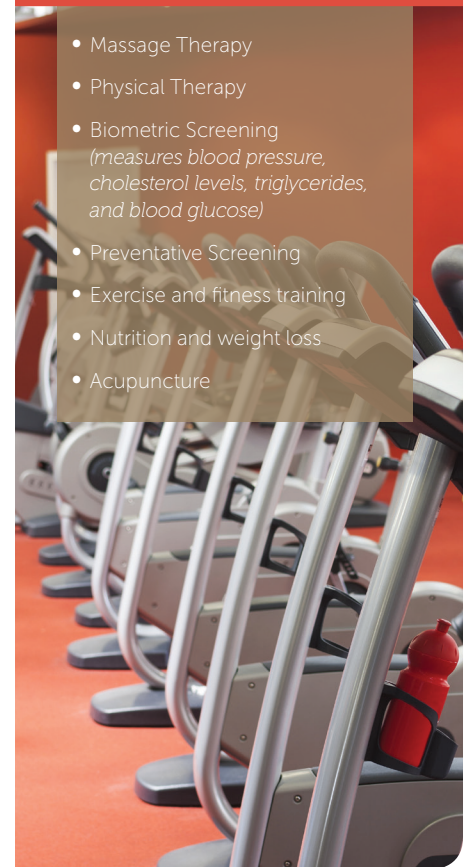
With the implementation of these incentive programs, more individuals are heading to their local wellness centers and taking an active role in their health and long-term wellness. A recent survey from the American Hospital Association indicates that 37% of hospitals offer a variety of wellness programs that are utilized by the residents of the community as well as patients and staff. With this growing popularity, facilities are considering renovation or new construction to their healthcare campuses.

Wellness Centers are integral components of the local healthcare system and offer their communities preventative programs and neighborhood activities along with the traditional strength training and fitness classes.

The exponential growth of childhood obesity has made it critical to offer kids fun ways to live healthy lives. Health camps for children are on the rise as a means to educate them on the importance of nutrition and exercise.

### SPECIALIZED PROGRAMS INCLUDE:

- Massage Therapy
- Physical Therapy
- Biometric Screening (*measures blood pressure, cholesterol levels, triglycerides, and blood glucose*)
- Preventative Screening
- Exercise and fitness training
- Nutrition and weight loss
- Acupuncture





## THE BRIGHT & THE ACTIVE

Bright, bold colors are often associated with the sporting lifestyles, including fluorescent hued shoes and performance active wear. Colors are often inspired from the spontaneity and beauty of Mother Nature. Stemming from the Greek roots "love of life" and coined by psychologist Erich Fromm, Biophillicia is the belief that human beings have an innate connection to nature. Taking a cue from nature and incorporating these bright tropical tones into interior environments, provides people of all ages an opportunity to experience these vibrant hues in their daily routines. Applying a bright green or orange accent wall in an exercise room is an excellent way of integrating an energizing dose of color to inspire activity and movement. Neutral background shades combined with strategically placed vibrant, saturated tones create focal points, which can be utilized during physical therapy or weight training.

-  ALPACA  
sw 7022
-  WOOD VIOLET  
sw 6557
-  EROS PINK  
sw 6860
-  INVENTIVE ORANGE  
sw 6633
-  REJUVENATE  
sw 6620
-  PICKLE  
sw 6725
-  DAFFODIL  
sw 6901
-  CAPRI  
sw 6788
-  SILVER STRAND  
sw 7057

## MARKET SEASON



Farmer's markets and urban gardens are popular attractions for fresh, local fruits and vegetables but they are also sources for color inspiration. Consumers often underestimate the power of color in regards to their produce selections. The saturated hues of these fresh food items are perceived to have a healthy ripeness that consumers instinctively gravitate toward. Try introducing a bright green color, associated with a crisp green pepper combined with the poppy red hue of a freshly picked tomato, into a family activity room for an ideal way to feature familiar colors. Color inspiration can be gathered from each season and autumn is no exception with its array of deep green and gold gourds and orange pumpkins. Many of these colors coordinate well with a range of wood finishes, rubber flooring and modular carpet styles. Carpet tiles featuring a bold stripe of color offset with a neutral background are offered in multiple color options.

-  EXTRA WHITE  
sw 7006
-  JACARANDA  
sw 6802
-  GEORGIAN BAY  
sw 6509
-  GLADIOLA  
sw 6875
-  KUMQUAT  
sw 6648
-  DILL  
sw 6438
-  MÉLANGE GREEN  
sw 6710

## NATURAL BEAUTY



Current and future trends indicate fashion, architecture, design and technology draw on inspiration from a connection to the earth. There are wristbands to register sleep patterns and ambient temperature. Commercial carpets mimic mineral colors similar to the earth's core. Nature is an undeniable resource of inspiration, bringing the natural world to wellness centers which is essential to healing and exercising. "Living wall" installations incorporate plants that are affixed to a wall (substrate) creating a vertical garden. This innovative approach on traditional planters enables visitors to enjoy the positive effects of greenery, even during inclement weather.

Commercial manufacturers are taking advantage of the earth's benefits and incorporating natural ingredients such as fruit oils, honey and minerals into their products. Restaurants, grocery stores and consumer driven products are marketing "organic" and "locally sourced" products. Colors that are responsive to the all-natural, harmonious movement are sophisticated and intriguing. These tones inspired by natural sea salts (*Cypress Black Lava, Red Hawaiian, Pink Bolivian Rose*) and minerals (*Lapis Lazuli, Pink Quartz, Laguna Agate*) compliment a variety of finishes including natural stone and luxury vinyl flooring. The nature inspired hues create a feeling of well-being and present a harmonious, wellness environment.

-  KILIM BEIGE  
sw 6106
-  BEACH HOUSE  
sw 7518
-  STEAMED MILK  
sw 7554
-  BALANCED BEIGE  
sw 7037
-  LIGHTWEIGHT BEIGE  
sw 6092
-  AGREEABLE GRAY  
sw 7029
-  CLASSIC FRENCH GRAY  
sw 0077
-  LIGHT FRENCH GRAY  
sw 0055

ADDITIONAL COLOR INSPIRATION CAN BE FOUND IN THE NEW HEALTHCARE COLOR CARD COLLECTIONS FOCUSED ON ACUTE CARE AND SENIOR LIVING CARE ENVIRONMENTS.