

# THE WELLNESS REVOLUTION

How to Make a FORTUNE in the Next  
TRILLION DOLLAR INDUSTRY



# PAUL ZANE PILZER

Author of the *New York Times* Bestsellers *God Wants You to Be Rich* and *Unlimited*

PILZER THE WELLNESS REVOLUTION How to Make a FORTUNE in

# THE WELLNESS REVOLUTION

In 1908, Henry Ford's Model T launched the advent of the trillion-dollar automobile industry. In 1981, IBM's PC launched the trillion-dollar personal computer industry, which surpassed U.S. auto sales in only ten years. The next trillion-dollar industry—that of the twenty-first century—has arrived, and it promises to similarly revolutionize our lives and offer entrepreneurs and investors an opportunity to amass a fortune. The next big thing is the wellness industry, and *The Wellness Revolution* shows you how to stake your claim now while the market is ripe.

In *The Wellness Revolution*, bestselling author Paul Zane Pilzer—a world-renowned economist, lay rabbi, presidential advisor, college professor, and entrepreneur—shows you how to tap into this next trillion-dollar revolution. Already a 200 billion-dollar business, with most of its revenue coming from vitamin sales and health club memberships, the wellness industry is just now taking off. In the next ten years, an additional \$1 trillion of the U.S. economy will be devoted to providing healthy people with products to maintain their health.

Whether you're an entrepreneur, investor, or distributor, Pilzer will show you how to get in on the ground floor of this burgeoning industry by explaining:

- The scope and potential of this budding business
- Why the \$200 billion in proven demand today is only the tip of the iceberg
- How to maintain demand for your wellness products and services

(continued on back flap)





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# The Wellness Revolution



## **Other books by Paul Zane Pilzer**

*God Wants You to Be Rich*

*Other People's Money* (with Robert Deitz)

*Unlimited Wealth*





# The Wellness Revolution

How to Make a Fortune  
in the Next Trillion Dollar Industry

**PAUL ZANE PILZER**



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*In memory of J. I. Rodale (1898–1971)*





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	<b>INTRODUCTION: THE NEXT BIG THING</b>	1
<b>CHAPTER 1</b>	Why We Need a Revolution	15
<b>CHAPTER 2</b>	Understanding and Controlling the Demand for Wellness	40
<b>CHAPTER 3</b>	What You Need to Know about Food	61
<b>CHAPTER 4</b>	Making Your Fortune in Food	77
<b>CHAPTER 5</b>	Making Your Fortune in Medicine	98
<b>CHAPTER 6</b>	What You Must Know about Health Insurance	122
<b>CHAPTER 7</b>	The Gold Mine in Wellness Insurance	137
<b>CHAPTER 8</b>	Making Your Fortune in Wellness Distribution	161
<b>CHAPTER 9</b>	Staking Your Claim	180
<b>CHAPTER 10</b>	Epilogue: Unlimited Wellness	196
	<b>APPENDIX A: FAT: WHAT IS IT, HOW DO WE GET IT, AND HOW DO WE DEFINE IT?</b>	205
	<b>APPENDIX B: THE IMPACT OF U.S. HEALTHCARE REFORM ON THE WELLNESS INDUSTRY</b>	211
	<b>APPENDIX C: SUMMARY OF WELLNESS INSURANCE</b>	217
	<b>APPENDIX D: FREQUENTLY ASKED QUESTIONS ABOUT WELLNESS INSURANCE</b>	219
	<b>NOTES</b>	225
	<b>SELECTED BIBLIOGRAPHY</b>	241
	<b>ACKNOWLEDGMENTS</b>	245
	<b>INDEX</b>	249



# The Wellness Revolution



# The Next Big Thing

**I**n the twentieth century, our lives were revolutionized by things like the automobile, airline travel, the personal computer, and family planning. In those cases, initial discoveries led to the birth of empires and to unprecedented individual wealth for those entrepreneurs and investors who got in first. The next big thing of the twenty-first century has just begun, and it promises to similarly revolutionize our lives and offer opportunities for tremendous wealth building over the next 10 years.

This next big thing is the *wellness revolution*.

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**This book is not about a fad or a trend, it's about a new and infinite need infusing itself into the way we eat, exercise, sleep, work, save, age, and almost every other aspect of our lives.**

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The desire for wellness already pervades our decisions, from which toothpaste and shampoo we use in the morning to what we eat throughout the day to the type of bedding and cosmetics we use at night. We demand more safety from our products; we want more prevention from them, too. And yet we are only at the beginning of the public consciousness of this growing need—because most people still aren't aware of how simple choices affect their wellness, and many wellness products and services aren't yet widely available in the marketplace.

This book explains the emerging wellness industry to arm you with the information that you need in order to profit from it, both financially and personally.