

The Holistic Approach to Health & Wellness

Cosmoestetica, March 3, 2024



Xenia Kourtoglou, MSc.

Founder Focus Bari AND Resilience Expert



Thank you!

We will see...

● Greeks' attitudes to nutrition and their body

● The Holistic approach

● Practical daily tips



Greeks' attitudes to nutrition and their body

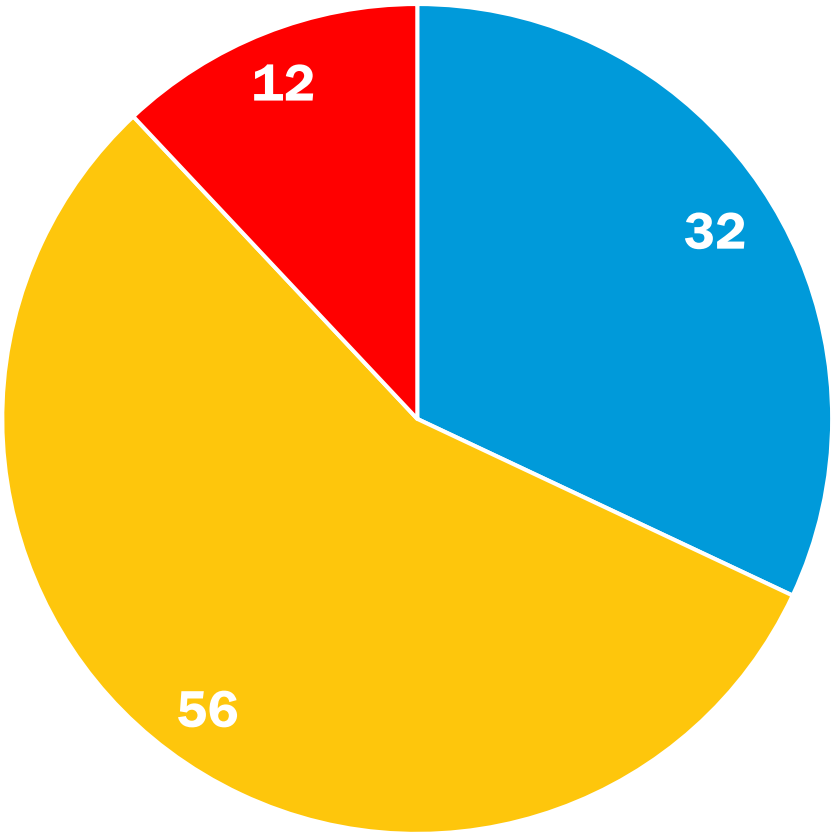
YouGov[®] Profiles

Survey Basic Specs

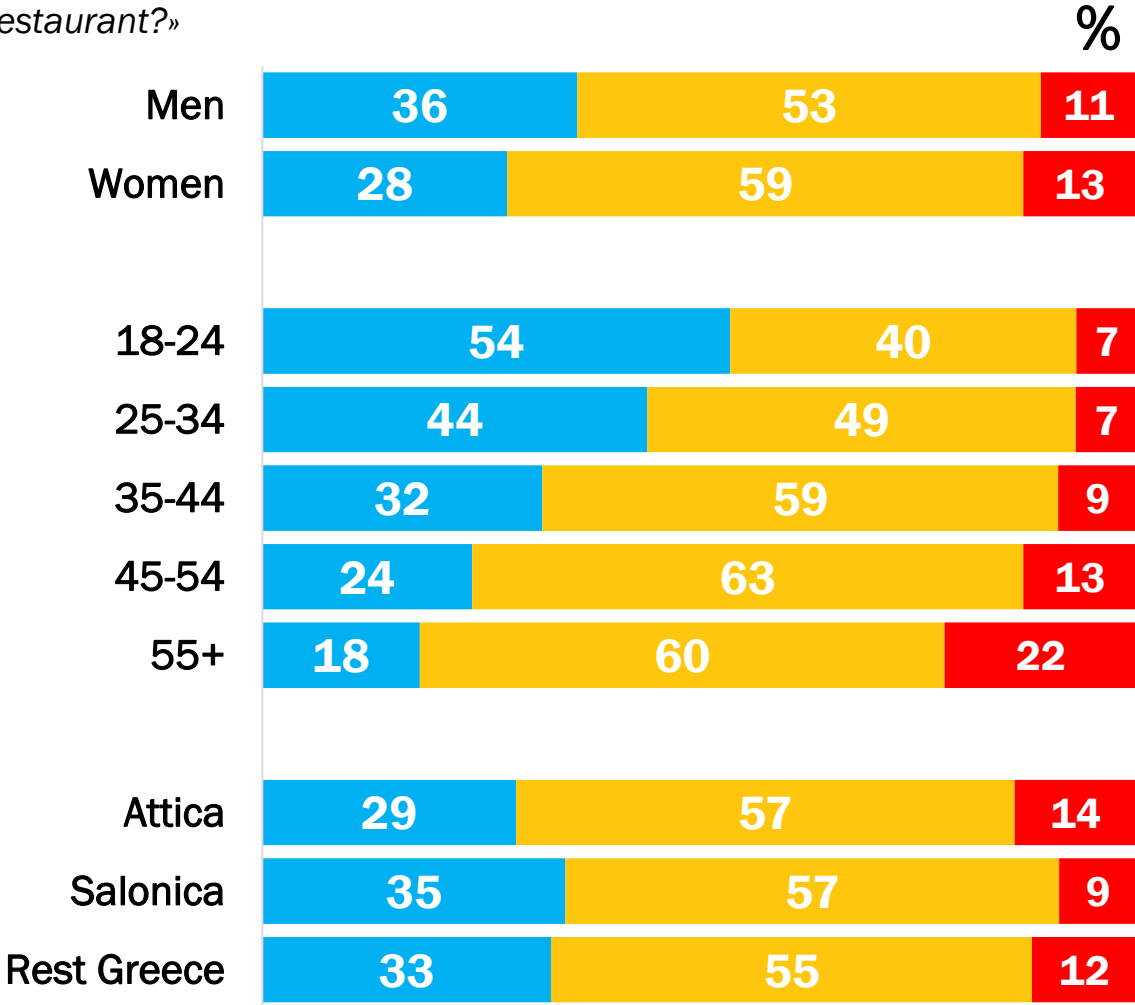
- Online interviews via YouGov panel within the context of the National Profiles survey conducted in Greece by Focus Bari
- Fully structured questionnaire on a wealth of attitudinal questions, investigating habits, opinions, values and mentality on a vast number of subjects and lifestyle
- Universe : Men & Women, 18 – 64 National
- Cumulative sample of present report : 9565 individuals
- Continuous fieldwork, current edition : January 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

One out of three Greeks, and more than one in two of the Gen Z frequently eat at a fastfood restaurant

Q. «Generally speaking, how often do you eat at a fastfood restaurant?»



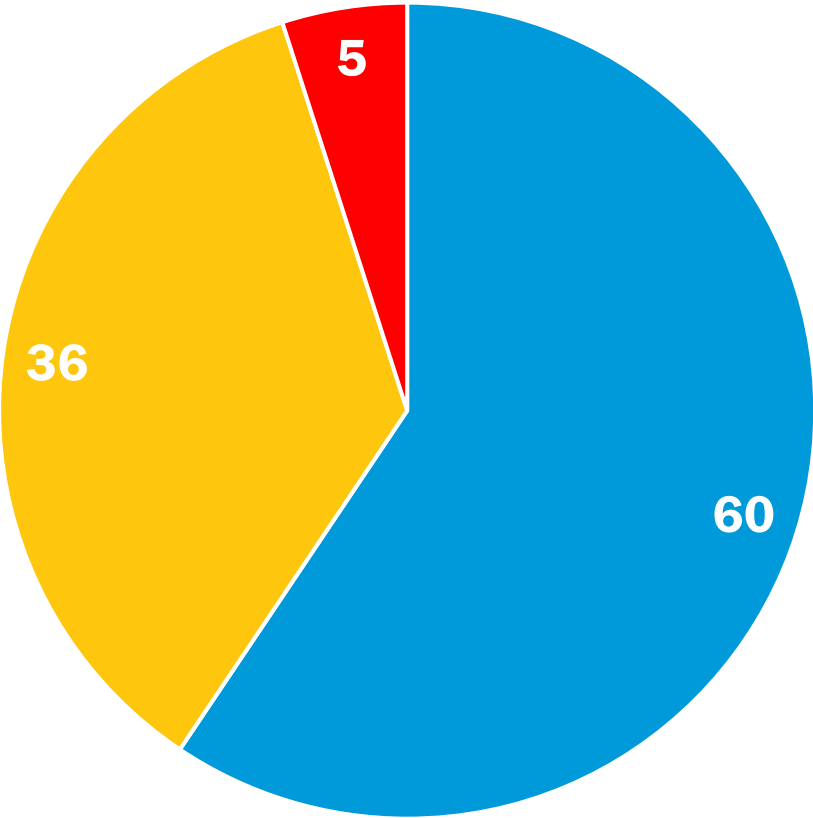
■ Frequently/often ■ Less frequently ■ Never



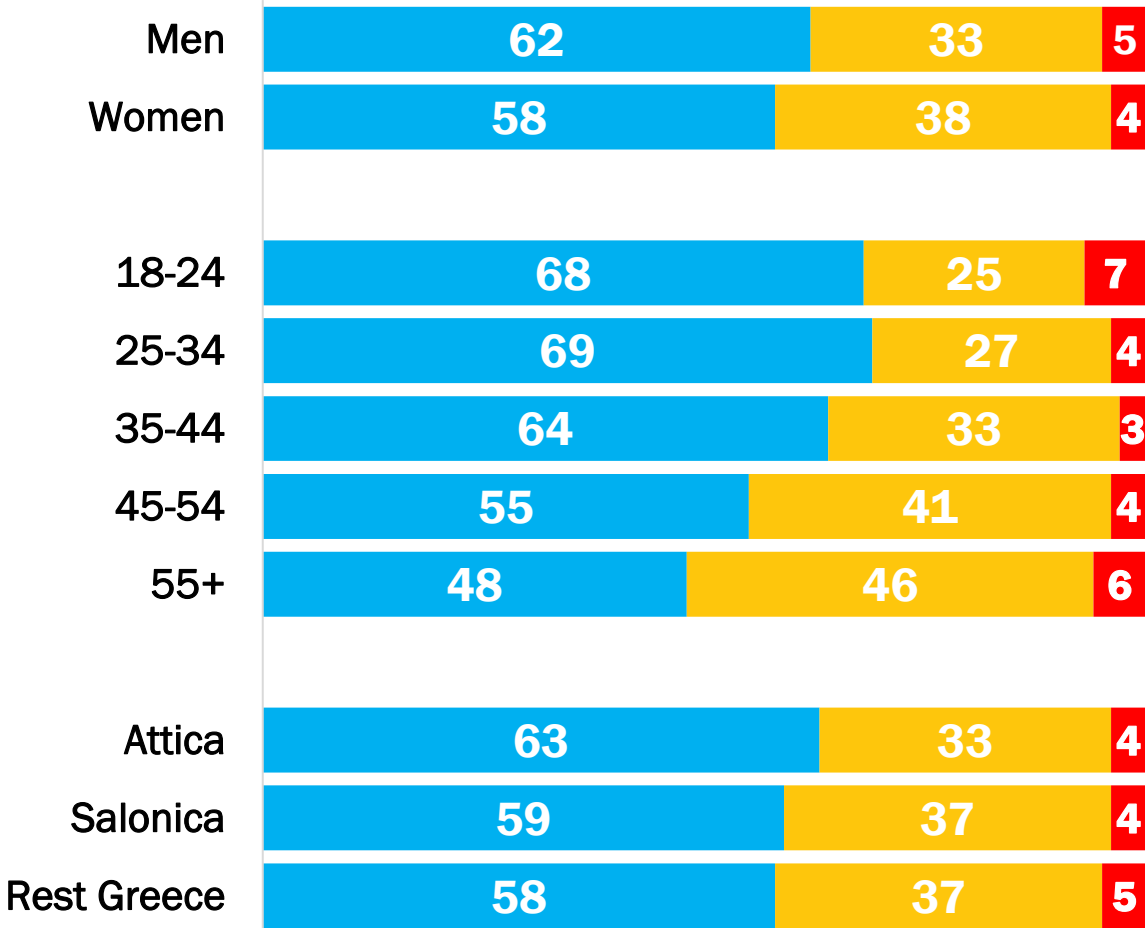
Frequently/ Often: More than once a day | Once a day | Several times a week | Once a week | Several times a month
 Less Frequently: Once a month | Less often

Apart from dining out, three out of five Greeks frequently buy take-out food to consume at home, this being particularly popular among the younger age groups

Q. «In general, how often do you buy ready made food in a package to consume at home or somewhere else, but not at the restaurant?» %

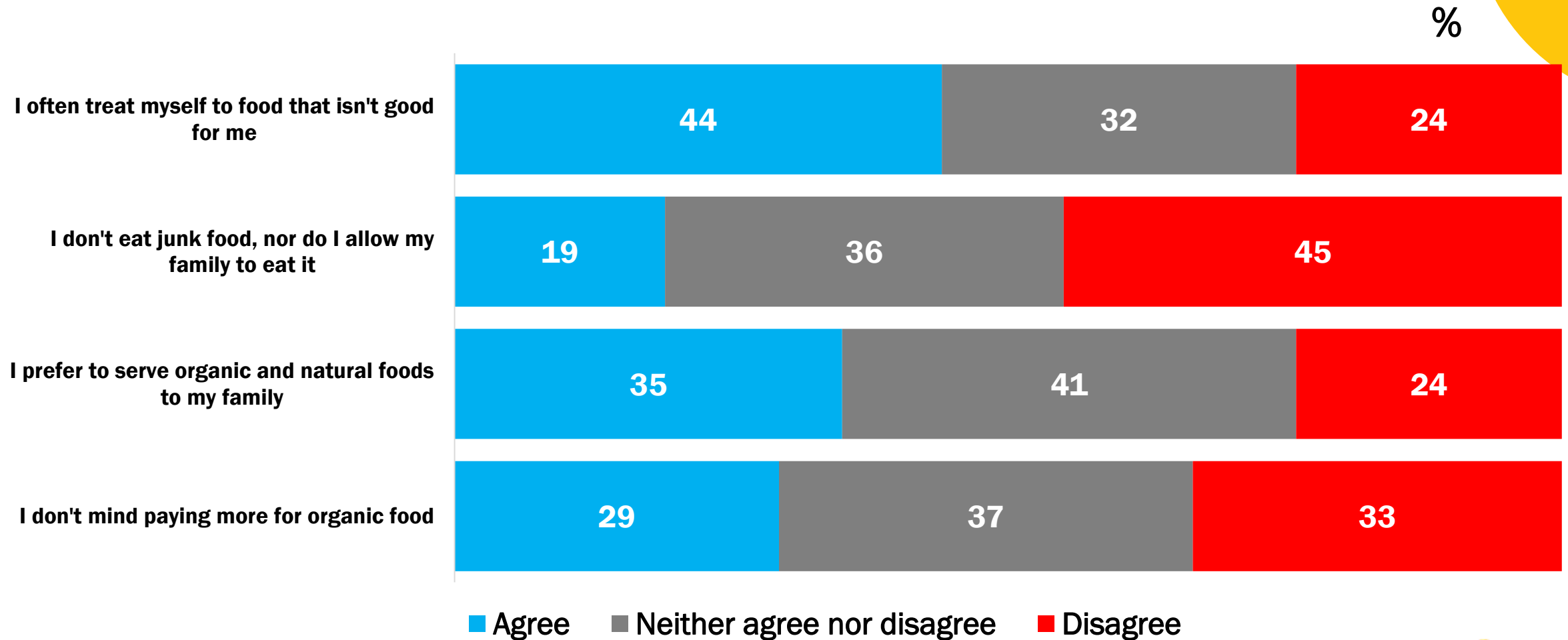


■ Systematically/often ■ Not so often ■ Never



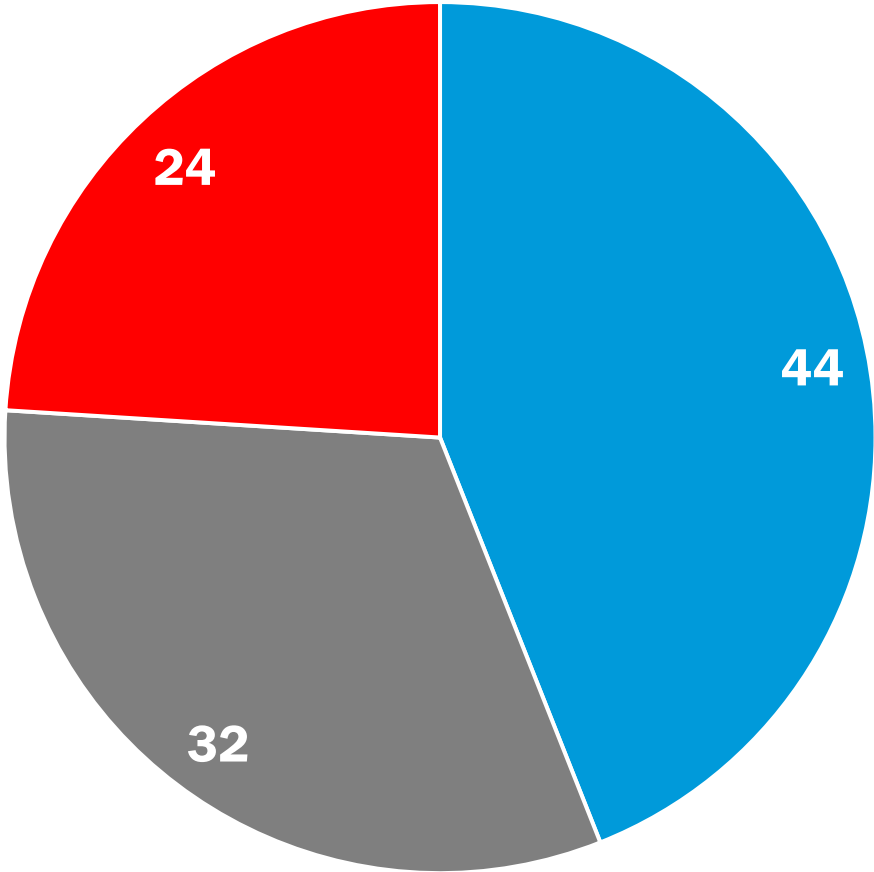
Frequently/ Often: More than once a day | Once a day | Several times a week | Once a week | Several times a month
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The group of Greeks who “give in to tasty-harmful” foods exceeds those who prefer healthier choices

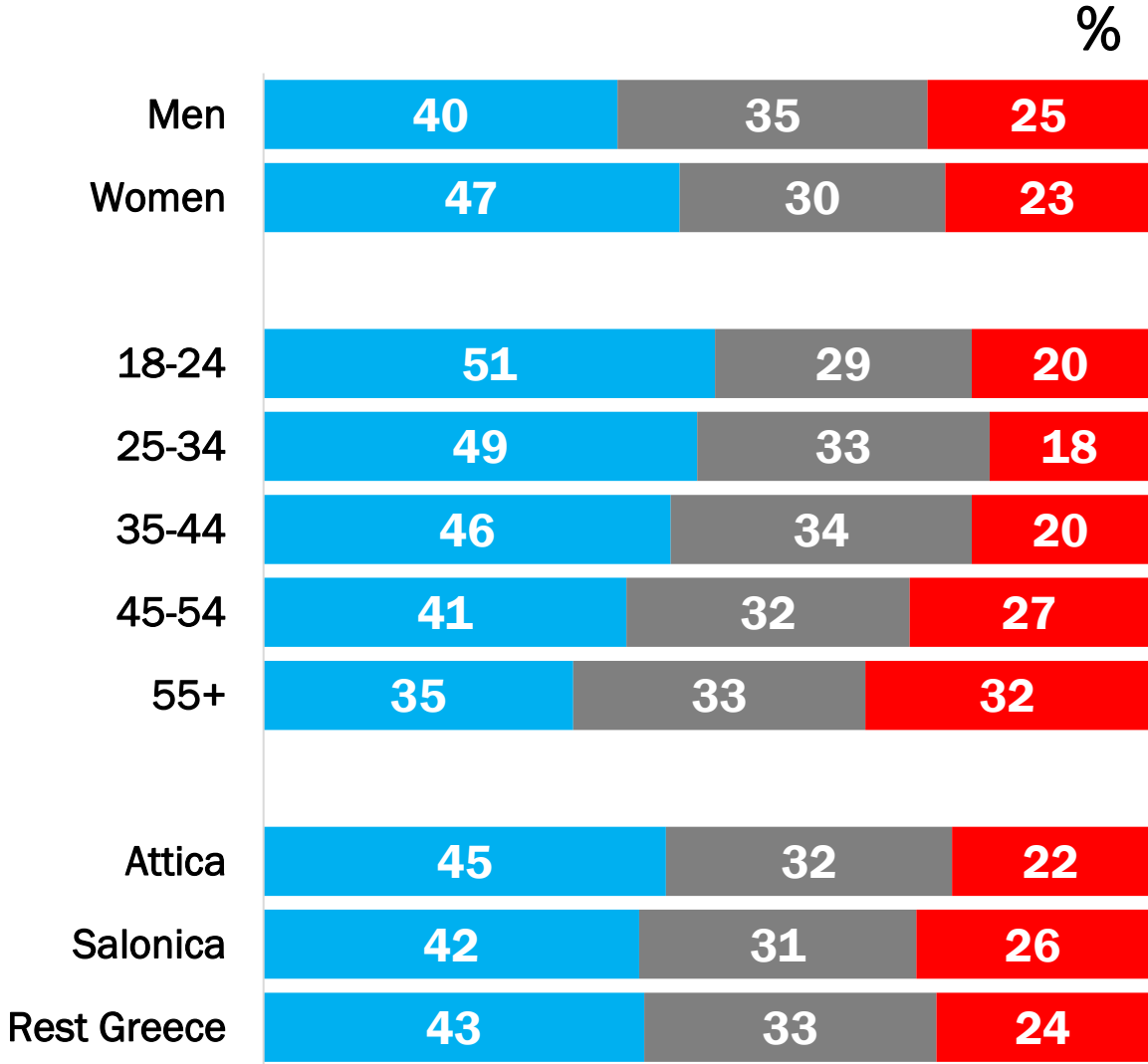


The young are more likely to “give in to tasty-harmful” foods as compared to the older age groups

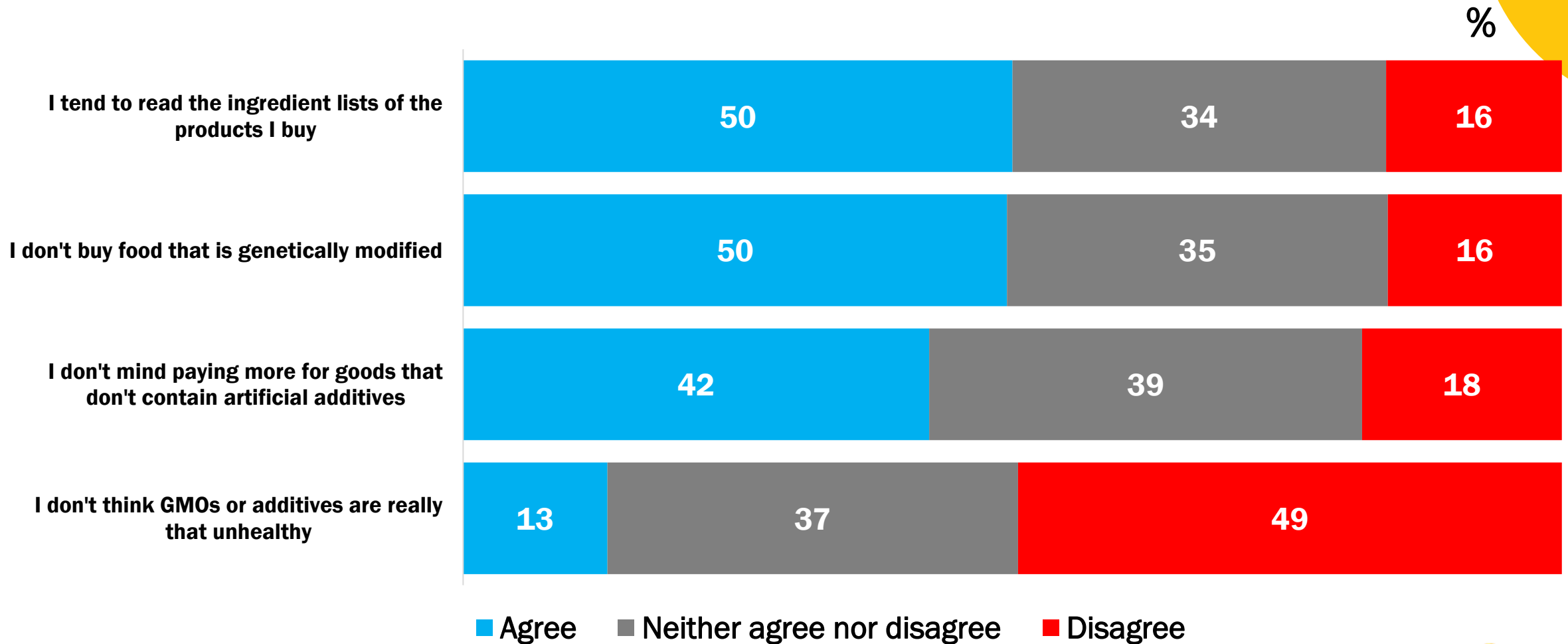
Q. «I often treat myself to food that isn't good for me»



■ Agree ■ Neither agree nor disagree ■ Disagree

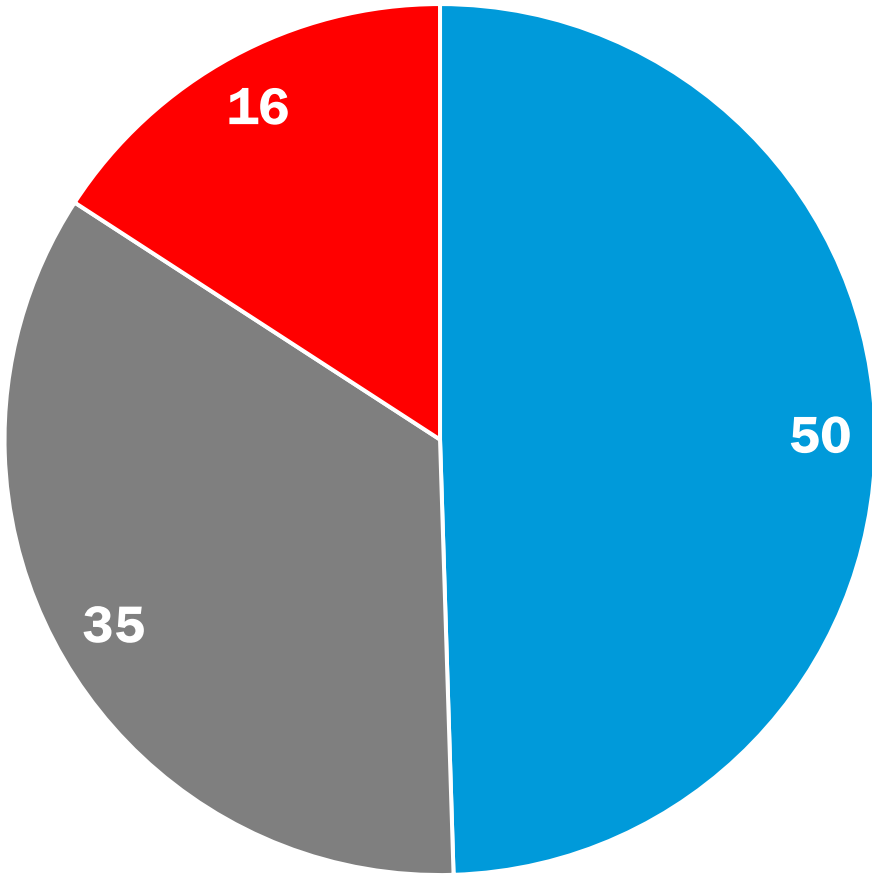


One in two Greeks pay attention to the ingredients' lists on food product packages, and consciously avoid genetically transformed foods which they consider unhealthy

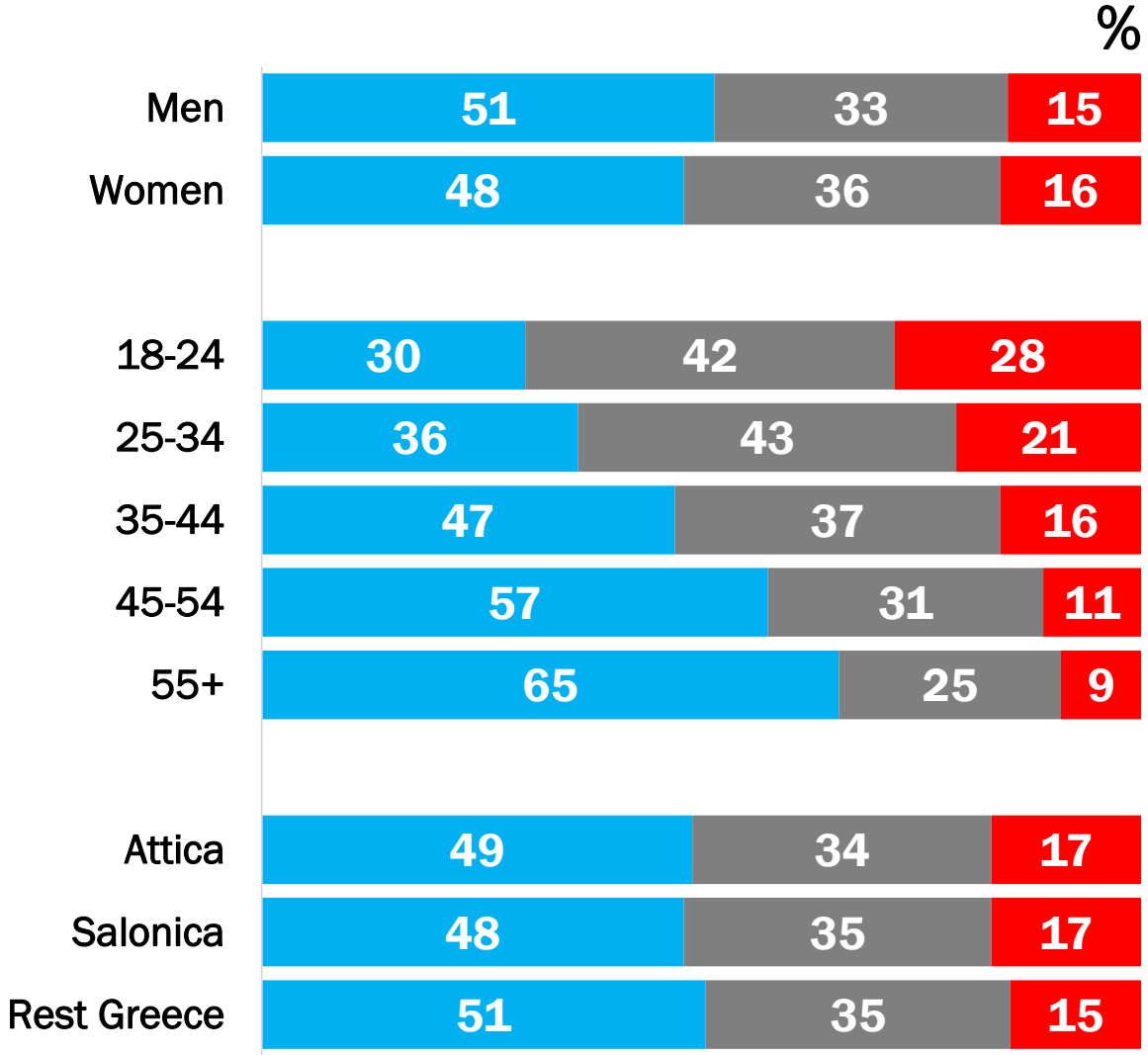


Conscious avoidance of genetically transformed foods is especially popular among the older age groups, while the young don't seem to mind so much!

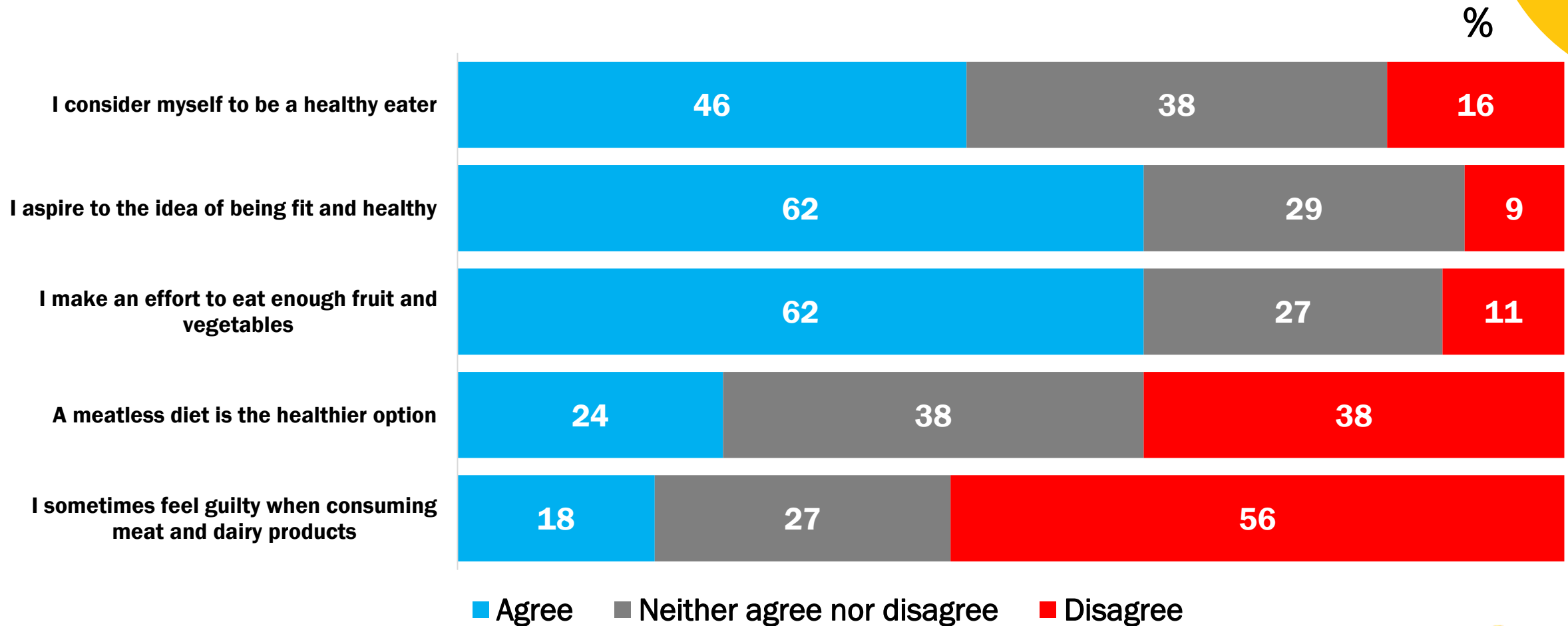
Q. «I don't buy food that is genetically modified»



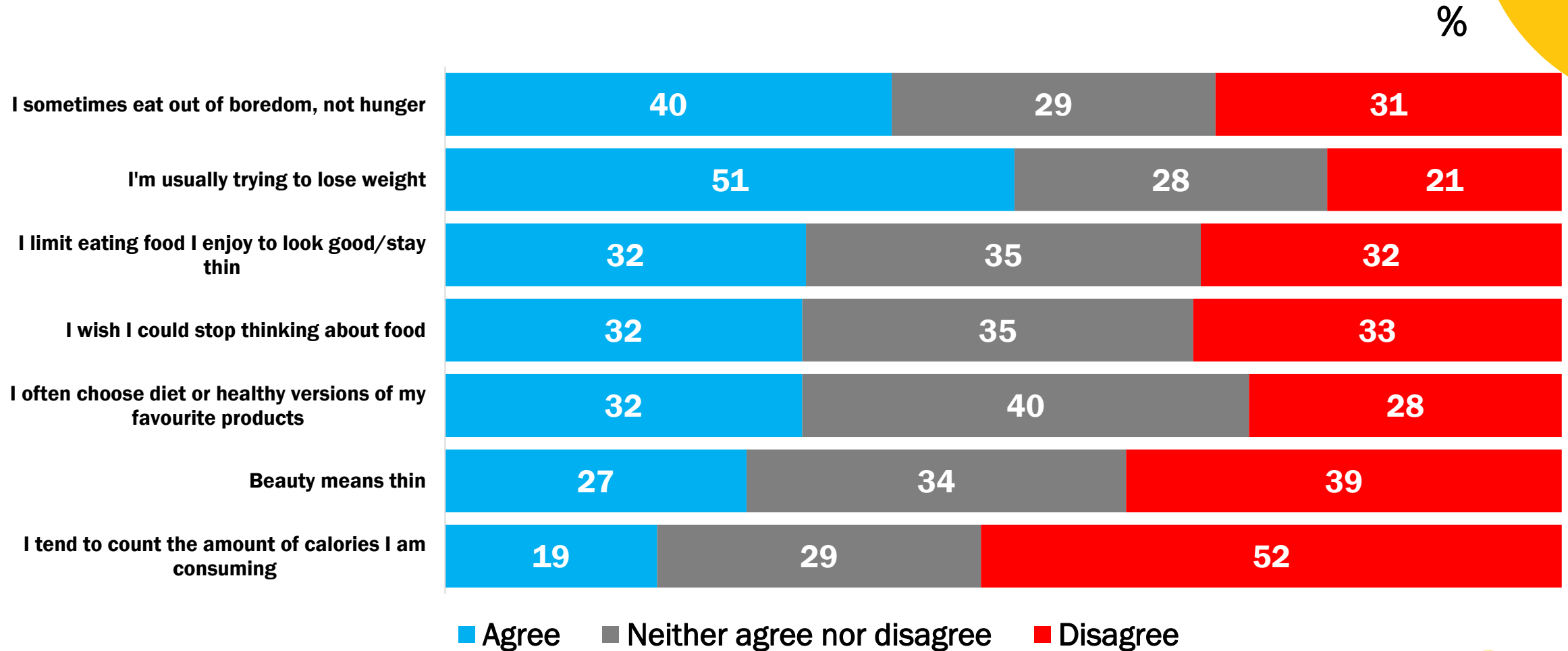
■ Agree ■ Neither agree nor disagree ■ Disagree



At least theoretically, the proportion of Greeks who believe they have a healthy nutritional lifestyle, aiming at a good health and fitness state, is outstanding

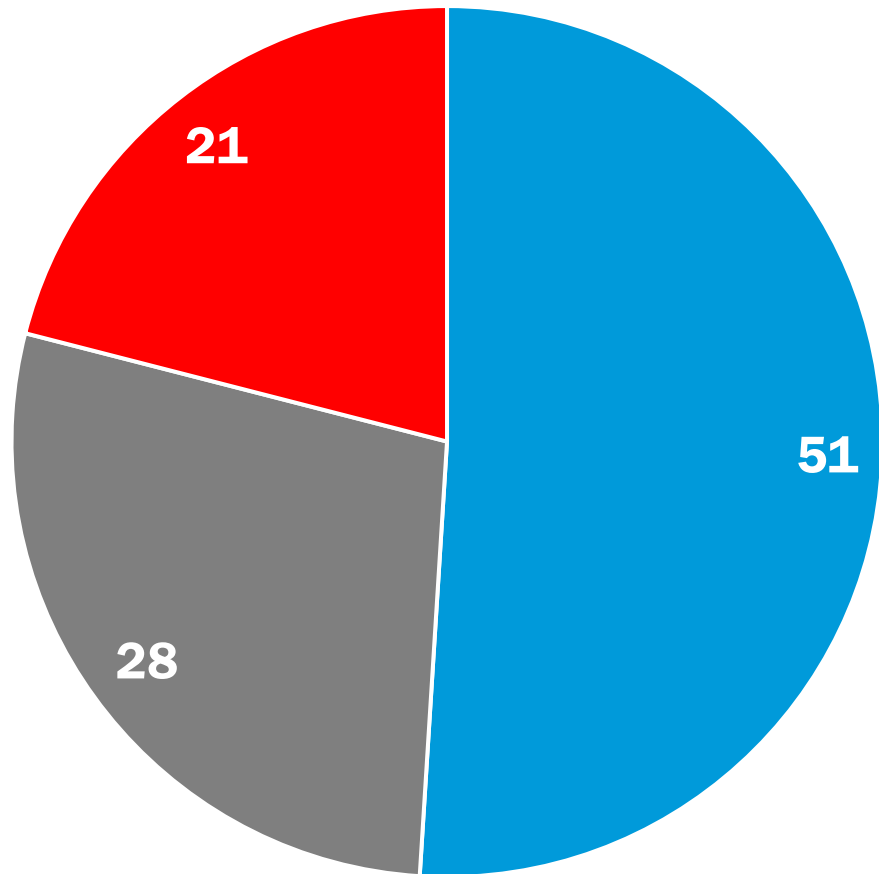


One in two Greeks say they constantly try to lose weight, a considerable proportion confess to binge eating, and one in four associate beauty with a slim body

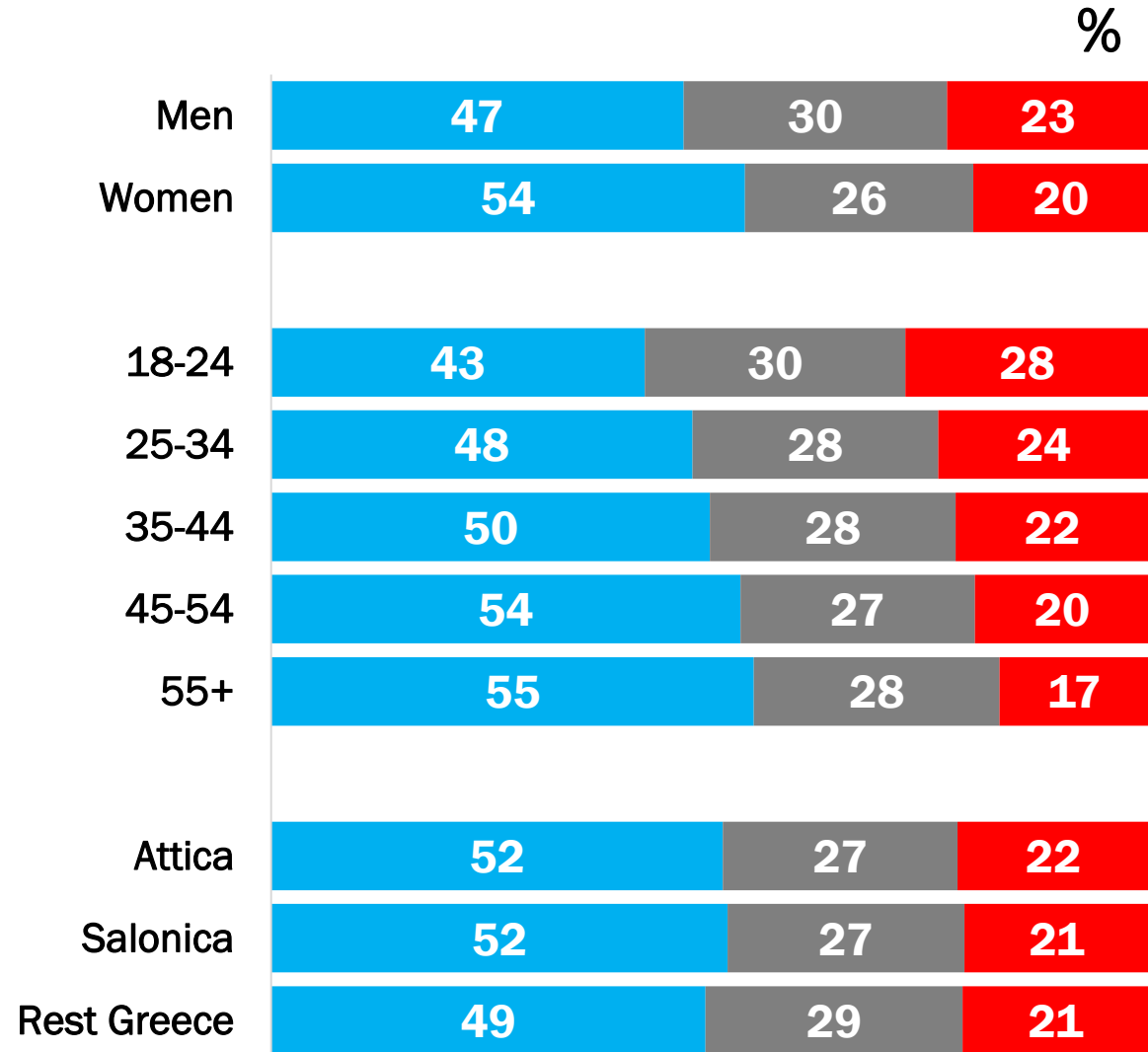


Women and older individuals express their “anxiety” to lose weight, yet this phenomenon is also expressed by two out of five young people

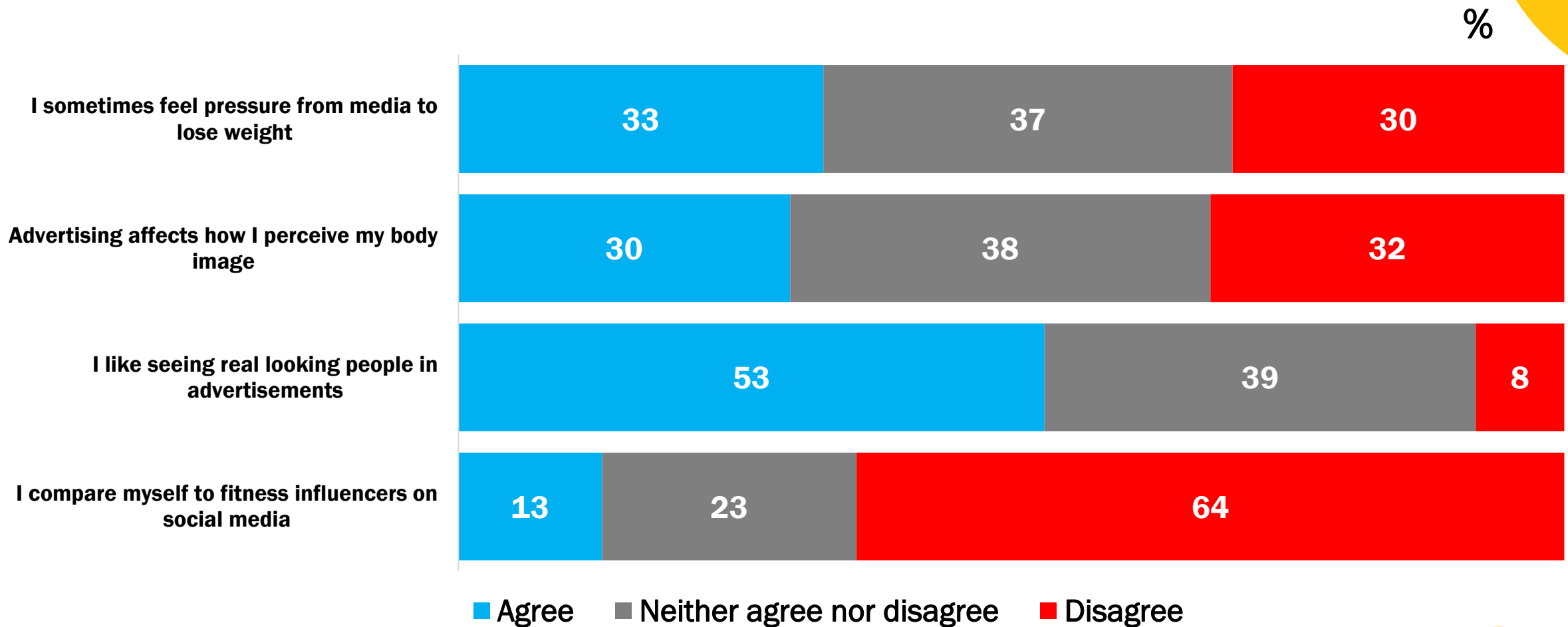
Q. «I am usually trying to lose weight»



■ Agree ■ Neither agree nor disagree ■ Disagree

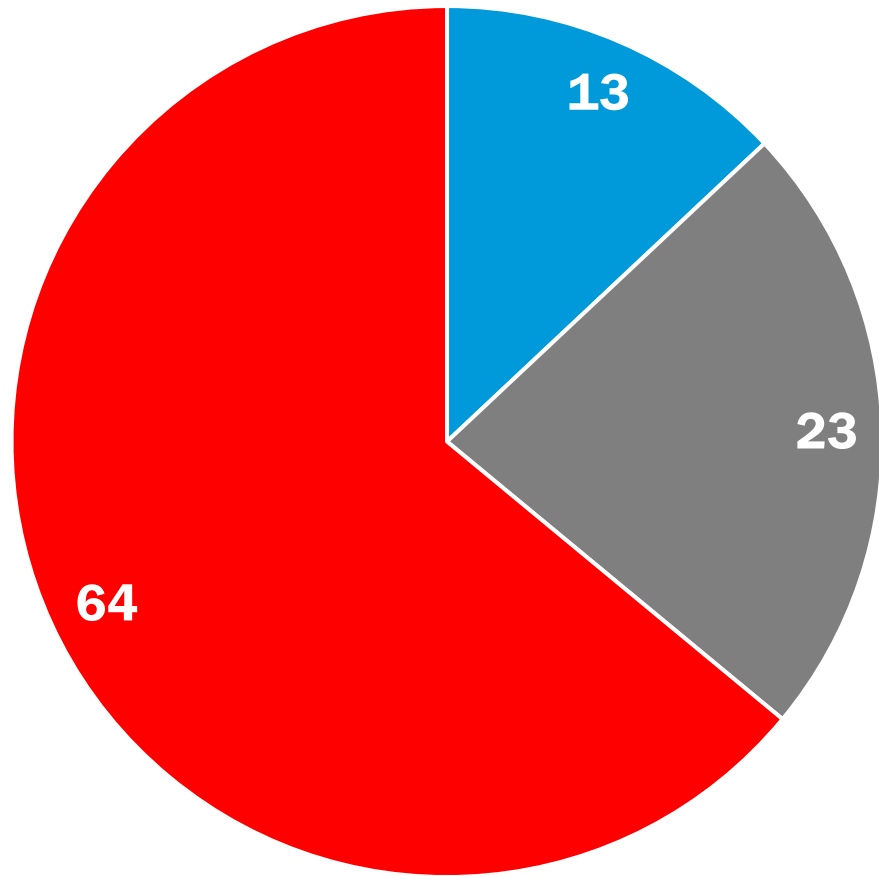


Tall, slim, fit models in the media and fitness influencers on social networks impose pressure on a significant proportion of Greeks, hence they desire to see "real people" in ads

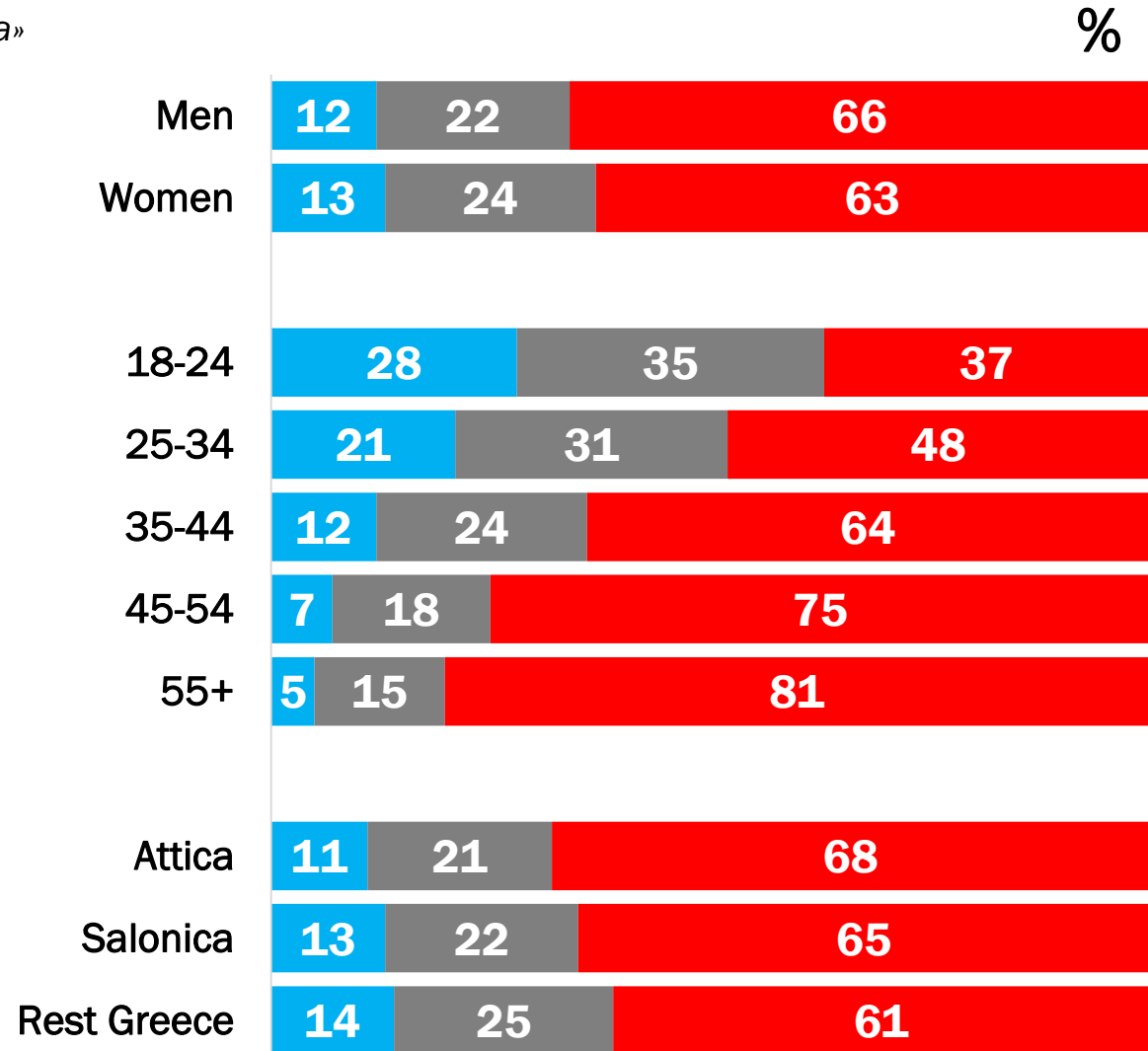


More specifically, a considerable proportion of Gen Z-ers compare themselves with fitness influencers on social media and consequently feel quite anxious

Q. «I compare myself to fitness influencers on social media»



■ Agree ■ Neither agree nor disagree ■ Disagree



%



#1. Key Learning

- Greeks theoretically claim to pay attention to their diet, and they pursue good health & wellness, but...
- They often eat fast food, packaged food, or things that are not good for them, while...
- They also succumb to emotional eating, which is why one in two constantly tries to lose weight, obviously because...
- They associate beauty with a slim body, influenced by the media and comparing themselves to fitness influencers.



The holistic approach

We are three-dimensional beings:



«A healthy mind in a healthy body»

Our psychological/emotional status is interrelated with our physical status



Emotional hunger is completely different from biological hunger

Biological

- Usually comes 3-4 hours after the previous meal.
- We feel it in our stomach (it grumbles).
- We're patient (we wait until we're served).
- We eat mindfully.
- It's covered with different foods.
- After eating, we feel great (without guilt).

Emotional

- It stems from chaotic feelings of unrest.
- We feel it in the throat or in the mouth.
- It's urgent, it has no patience.
- We eat quickly, mechanically, almost unchewed, unconsciously.
- It starts from specific food, sweet or flavor & can escalate into a binge-eating episode, with flavor alternations.
- It has no satiety, it's uncontrollable.
- After eating, we feel guilty.

Psychological hunger appears with 8 different “disguised costumes”

#1. The social hunger

#2. The mouth hunger

#3. Out of nervousness

#4. Out of boredom

#5. Disappointment

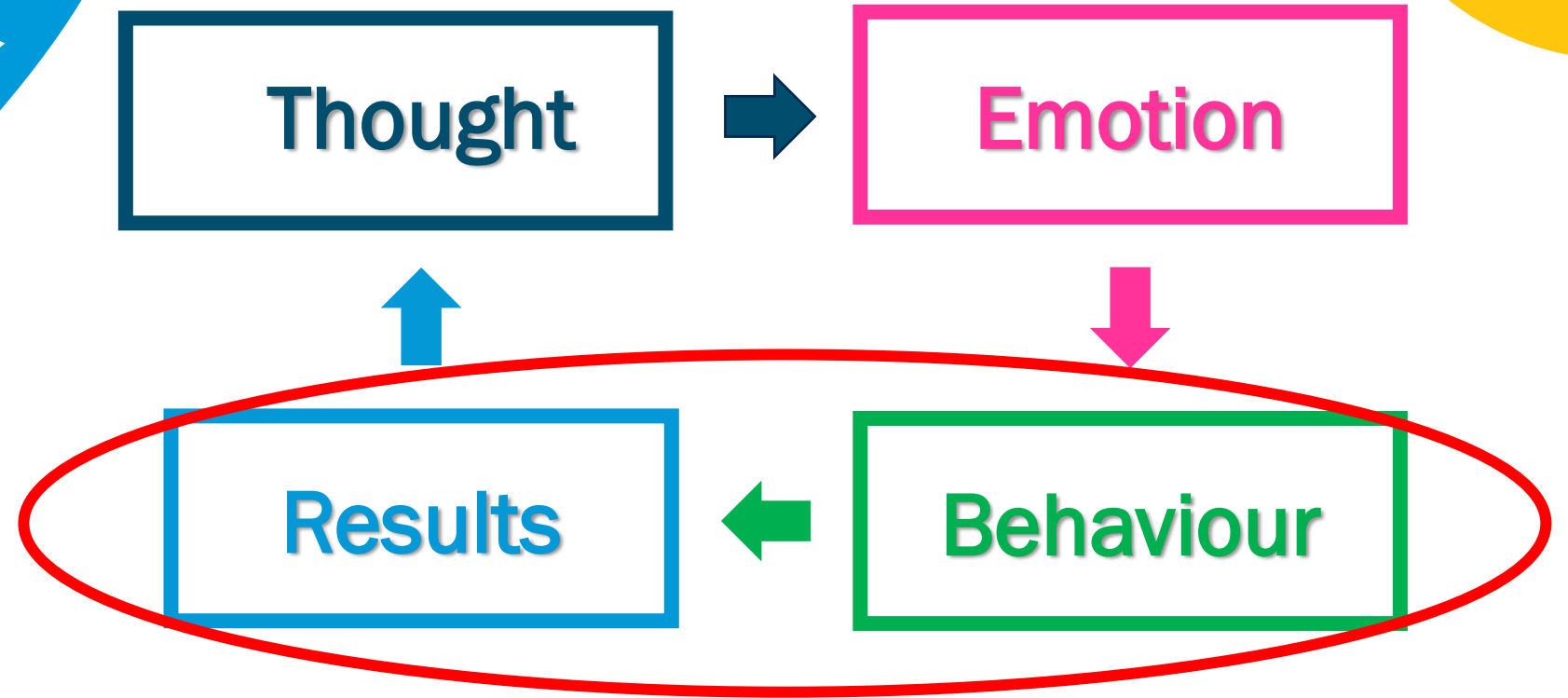
#6. Extreme fun/joy

#7. Diet Obsession

#8. The reward hunger

The sequency 1 - 2 - 3 - 4

We become
what we think



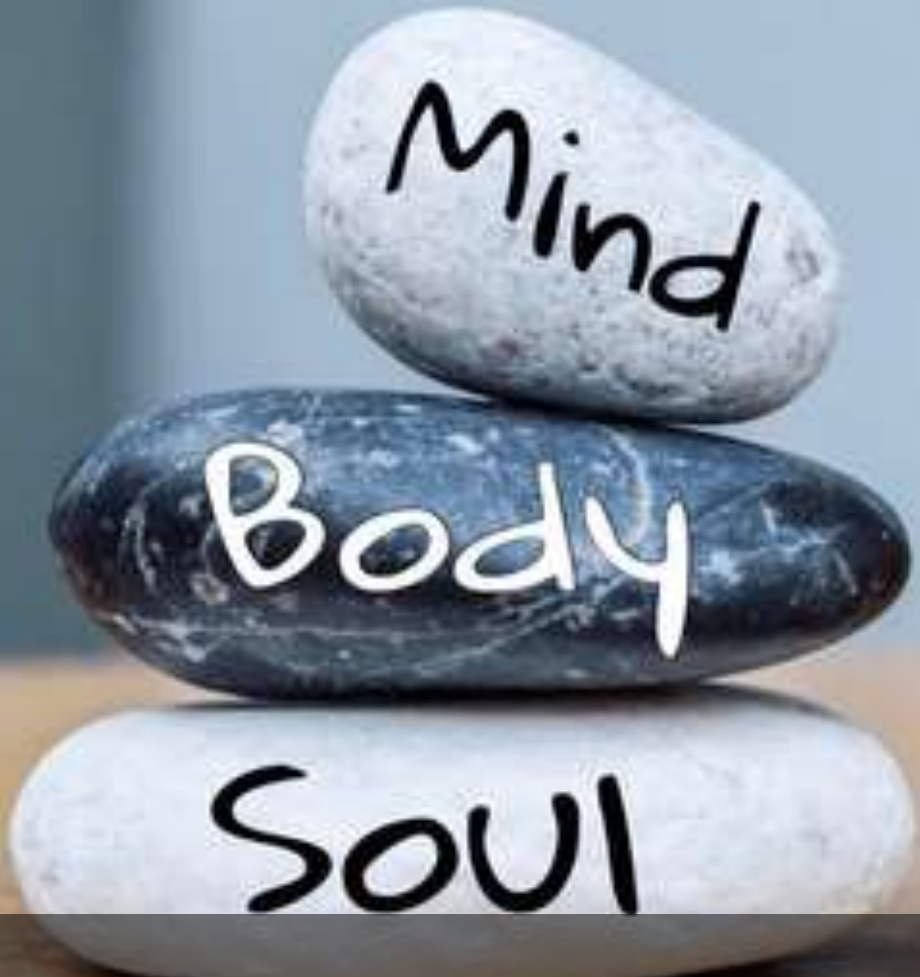
The good news is that...



... YOU manage your thoughts!

Emotional hunger can be managed/controlled with the power of an encouraging thoughtQ

- ✓ *"I put myself above others, and it's certain that if they also put themselves first, they will never reject me; on the contrary, they will respect me more!"*
- ✓ *"I'm no longer a child afraid of the critical parent, and I declare to all people: I deserve it, and so do you."*
- ✓ *"There is no perfection: I will always find a way to eat all my meals correctly. Whatever happens, I can handle it."*
- ✓ *"No matter the circumstances or problems, myself comes first."*



#2. Key Learning

- We are three-dimensional beings, and our mental, emotional, and physical states...
- are interconnected and constantly influencing each other.
- Our relationship with food is closely linked to our psychology, and...
- Emotional hunger is responsible for our diet and therefore our physical condition.
- But this can change, because WE control our thoughts! 😊



Practical Daily Tips

Daily care of all three dimensions:

**Mind =
thoughts** 😊

**Soul/heart =
emotions**

**Body = nutrition +
exercise**

5 Good daily habits to adopt :

#1. Wake up with a smile, feel gratitude for 3+ gifts in your life, welcome the new day with positive intent.



#2. Plan your day in peace, away from devices, spend 5-10 minutes in quiet meditation focusing on your breath.



5 Good daily habits to adopt :

#3. Eat properly, with balance, listening to your body, savoring the flavors!



#4. Exercise during the day, in a systematic & occasional way that you enjoy!



#5. Complete the day with a beautiful "reflection": the 3 good things of the day, what you achieved...



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