



**The German Wellness Association (DWV)** is the first European wellness organisation founded in 1990. It was initially inspired by the original concept of Wellness as developed and represented by Halbert Dunn, Don Ardell, John Travis, and Bill Hettler (NWI) and later influenced by the work of Aaron Antonovsky, Dean Ornish, and Jon Kabat-Zinn.

DWV's purpose is to maintain and improve public health and well-being in the original sense of wellness. Wellness describes an active and self-responsible strategy towards complete health that enables the subject to live healthy and productive as a result of scientifically proven actions, methods, and techniques thus being widely immune against chronic illness and disease as well as living in the pursuit of happiness.

DWV is a non-profit membership organisation that is divided into nine professional sections:

- healthy living (the only private members section)
- sports and fitness
- diet and nutrition
- body care and beauty
- treatment and counseling
- education and professional training
- consulting and communication services
- health and wellness tourism
- spa resorts and hot springs

DWV is highly recognized for its independence from commercial interests, for its competence, and neutrality. It serves those seeking wellness as well as those providing accordant services and products (see sections above). DWV in cooperation with the German Wellness Inc. develop quality standards for the so-called wellness market based on the original concept and purpose of wellness. Wellness providers that fulfill these quality standards are awarded with a seal of approval that helps consumers to easily find and select certified quality. This quality seal is well established in Germany and already spread over Europe.

In addition DWV promotes consciousness for wellness by organising and supporting conferences, exhibitions, seminars, etc., as well as continuous collaboration with the mass media clarifying the concept of wellness for the public and the professional audience, initializes and communicates programs and facilities for the promotion of physical and psycho-social health, helps finding schools, academies, etc. for professional education and training in health and wellness topics, helps finding professional assistance and consultation in the development and realisation of projects promoting (real) wellness, promotes scientific research and projects, combats the abuse and the exploitation of the original wellness concept.

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