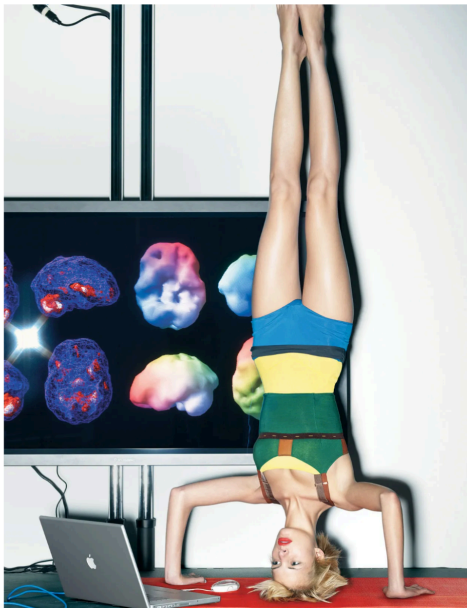
VOGUE

TRAVEL

The Next Big Thing in Wellness Tourism? Your Brain

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It sounds like an excerpt from a cyberpunk novel, but scientific equipment that can map and decode your brain is already here. Advancements in neurotechnology are ushering in a new frontier of brain health, one that could have a profound impact on not just longevity, but overall quality of life. Of course, brain monitoring presents all kinds of ethical issues (a fact that organizations like UNESCO and The United Nations are already examining in great detail), but beyond the very legitimate concern of protecting our private thoughts, this new era also holds incredible potential—and the wellness industry is ready to meet the moment.

What is neurotechnology?



Neurotechnology is the confluence of neuroscience and technology, a field that has gained notable traction in recent years. These technologies are poised to dramatically shape the ways in which we understand and interact with the human brain, with implications for both medical health and holistic wellness. One example includes neurofeedback therapy, a non-invasive technique where sensors are placed on the scalp to measure and map electrical activity, ultimately empowering patients and their providers to identify patterns and retrain the mind. This therapy has shown promising results for treating ADHD. Or there's brain stimulation therapies like transcranial magnetic stimulation (TMS), where a coil that generates magnetic pulses is placed against the scalp, inducing electrical currents in the brain. This is an FDA-approved treatment for major depressive disorder, and has also shown potential for treating chronic pain.

The new frontier of brain health

Brain health has always been at the core of wellness treatments—t's par for the course. But this new wave of neurotechnology is bringing the topic into sharp focus for the wellness industry at large. "The body of evidence in this field is growing, and an increasing number of university research labs are dedicated to brain health and the prevention of neurological disorders," says Professor Dr. Stefan Lorenzl, a renowned neurologist and palliative care physician specializing in neurodegenerative diseases.

Gut-Brain Programs

"Research emphasizes the critical role of the gut-brain axis in promoting healthy brain aging," Lorenzl says. Keeping this in mind, many wellness destinations are promoting their nutritional programming as a means of achieving cognitive enhancement. At Lanserhof Tegernsee, comprehensive bloodwork helps to evaluate metabolic and nutritional markers influencing brain health, and a microbiome analysis examines gut health and its impact on cognitive well-being.

A deeper understanding of neuroplasticity (our brain's ability to adapt and change) is also playing a role in this cultural shift toward brain health. "People are becoming increasingly aware of how the brain governs everything—physical, mental, and emotional health—and how these elements are interconnected," Dr. Abbey Houde says, who leads educational workshops at CIVANA in Arizona. "This has sparked interest in both high-tech innovations and natural, lifestyle-based approaches to long-term brain health."

Lorenzl's work with Lanserhof Tegernsee (an award-winning medical spa in Germany near the Bavarian Alps) combines technologies like neurofeedback therapy with a holistic approach through the resort's new Brain Health Program. "While neurotechnologies reflect a contemporary desire for cognitive enhancement, we believe that personalized exercise, quality sleep, nutrition, and emotional well-being are more impactful and sustainable brain stimulation techniques than technology alone," Lorenzl says.