



MAKING WELLBEING A WAY OF LIFE

Borgo Egnazia is the first hospitality partner worldwide to offer BLUE ZONES Retreats, confirming its position as a pioneer in wellbeing and happiness travel

At Borgo Egnazia **wellbeing is everywhere**. Whether it is a relaxing but powerful walk in the morning sun, an afternoon dedicated to discovering the natural beauty of the countryside on a cycle tour, a glass of wine by the sea or a delicious meal prepared with local produce. In this heart-warming place, nestled amongst millennial-old olive trees, everyone is free to find his own equilibrium according to his own taste and needs and everything is designed to ensure guests spend their precious time at their own pace, synchronizing with the Puglian rhythm and the welcoming joy of local people.

This “Nowhere Else” vision has always been part of Borgo Egnazia’s DNA, positioning the property as a pioneer in wellbeing and happiness travel. Now a new important international certification is confirming the importance of this approach: Borgo Egnazia is the first hospitality partner in the world who will offer **BLUE ZONES Retreats certified by the BLUE ZONES Institute®**.

BLUE ZONES® is a trademark of Blue Zones, LLC, and reflects Dan Buettner’s vision reflecting the lifestyle, traditions and the environment of the world’s longest-lived people. Dan Buettner, Blue Zones founder, is a National Geographic Fellow and multiple *New York Times* bestselling author. He discovered five places in the world – dubbed blue zones – where people live the longest, and are healthiest: Okinawa, Japan; Sardinia, Italy; Nicoya, Costa Rica; Ikaria, Greece, and Loma Linda, California.

The concept of blue zones grew out of the demographic work done by Gianni Pes and Michel Poulain outlined in the *Journal of Experimental Gerontology*, identifying Sardinia as the region of the world with the highest concentration of male centenarians. Pes and Poulain drew concentric blue circles on the map highlighting these villages of extreme longevity and began to refer to this area inside the circle as the blue zone. Building on that demographic work, Dan pinpointed other longevity hotspots around the world and dubbed them blue zones.

The goal is to help people optimize their surroundings to make the healthy choice the easy choice. This will be the core of the **brand-new retreats** available next fall and available for the first time anywhere in the world at Borgo Egnazia. The BLUE ZONES retreats will feature evidence-based solutions from the world’s longest-lived people delivered in a practical format that makes healthy living easy and sustainable: an unmissable blend of genuine food habits, movement sessions, innovative workshops and unique experiences **available at Borgo Egnazia** only twice in 2020 (from 16 to 21 March and from 19 to 24

October). The retreats will be run by Borgo Egnazia personnel who have been trained in these evidence-based principles so that participants can be immersed in the traditions of the world's longest-lived cultures.

These retreats are coupled by a light version of the program available all year round, which is outlined as a path dedicated to the discovery of the secrets of longevity.

Ultimately, Dan and the team of demographers and researchers found that all blue zones areas share nine specific lifestyle habits that we call the [Power 9®](#).

- **Move Naturally:** the world's longest-lived people are in environments that nudge them into moving naturally;
- **Purpose:** waking up in the morning knowing your purpose is worth up to seven years of extra life expectancy;
- **Down Shift:** stress leads to chronic inflammation and is associated with every major age-related disease. The world's longest-lived people have routines that shed stress;
- **80% Rule:** "Hara hachi bu"—the Okinawans say this mantra before meals as a reminder to stop eating when 80 percent full;
- **Plant Slant:** The best-of-the-best longevity foods are leafy greens such as spinach, kale, beet and turnip tops, chard, and collards. Combined with seasonal fruits and vegetables, whole grains, and beans dominate blue zones meals all year long;
- **Wine At 5:** toast the sunset or get together with old and new friends for a happy hour. Moderate drinkers outlive non-drinkers, especially if they share those drinks with friends;
- **Belong:** Attending faith-based services four times per month—no matter the denomination—adds up to 14 years of life expectancy;
- **Loved Ones First:** spend time with your family. Centenarians put their families first. They keep aging parents and grandparents nearby, commit to a life partner and invest in their children;
- **Right Tribe:** The world's longest-lived people chose or were born into social circles that support healthy behaviours.

BLUE ZONES LLC - Blue Zones® employs evidence-based ways to help people live longer, better. The company's work is rooted in explorations done by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five cultures of the world—or blue zones regions—with the highest concentration of people living to 100 years or older. The original research and findings were released in the bestselling books *The Blue Zones*, *The Blue Zones Solution*, *Thrive*, and *The Blue Zones of Happiness*.

BORGO EGNAZIA - In less than 10 years Borgo Egnazia has gained a unique position as a high-end travel destination, becoming an icon of Puglian hospitality worldwide. Since 2010 it has been working on a different concept of hospitality and wellbeing, based on local and authentic experiences. The main goal has always been delivering "happiness" to guests, focusing on tailor-made and meaningful experiences strongly related to local traditions but innovative at the same time.

Contacts

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