

TETE-A-TETE

WITH LUKE COUTINHO, INTEGRATIVE & LIFESTYLE MEDICINE - HOLISTIC NUTRITION & FOUNDER,
LUKE COUTINHO HOLISTIC HEALING SYSTEMS



LUKE COUTINHO

1. Tell us about your journey from being a hotel management graduate to a specialist in the field of Integrative and Lifestyle Medicine - Holistic Nutrition.

I believe there is definitely a reason or higher purpose for wherever we are placed in life. I opted for hotel management since I was inspired by my best friend's father, who was then the general manager at The Taj Group of Hotels. During my course there was a subject, food science, technology and nutrition, which I completely fell in love with and I continued to study it in depth. I further pursued the subject of food and explored various domains. While I was doing research on nutrition and anatomy, I discovered a distinctive fact pertaining to the health conditions of corporate doyens and company heads, falling prey to various health snags. Having managed the health of successful businessmen, I started reviewing their lifestyle patterns from close quarters. That's when I learnt that medicine and conventional treatment only treats the symptoms and never the root cause. Hence, it's necessary to make various lifestyle changes to lessen the impact of a fast-paced urban life.

Having worked with cancer patients, I was drawn to the subject called immunity. In the industry of integrative and lifestyle medicine, our sole objective remains to work as a parallel to doctors. For example, it is a known fact that chemo wipes out every class of nutrient and micro-nutrient in the patient's body, which is required for immunity and health. In its honest attempt to kill the cancer, it also kills immunity and damages vital organs. In integrative medicine, we work to put these nutrients back in the body of the patient, using food and natural supplements, while managing the side effects and collateral damage that the conventional treatment can cause.

2. How do you perceive and overcome various challenges in the emerging health and wellness industry and how have you kept up with its evolution?

Wellness and health is a booming domain. Today, people are really keen on investing in the orbit of health, be it an app, healthcare centre, nutrition pods, clinics, wellness spas, or retreats. It's beautiful to see people taking charge of their own body and health. But we have to be careful of fad diets, fad exercise programs and dangerous weight loss methods and machines. While supplements and nutraceuticals are

essentials, we must be careful of the dangerous synthetic ones that cause more damage than good to the user. Our vision is to extend holistic health to the world by using technology and human intervention. We must never forget our roots; after all, we are all products of Mother Nature and that means we thrive best within the biological parameters that define us. The biggest and most effective change will happen when each individual starts to take responsibility for his or her health.

3. What is your company's strategy for a global expansion in the health and wellness domain?

Our vision is simple and clear - to help people prevent the onset of disease, reduce suffering and help heal people with disease using lifestyle medicines, holistic health and awareness as our main tool. Immunity is the first and last line of defence in the human body, and our focus lies in nurturing the same in every patient. Having expanded into almost every Indian expat community globally, we follow a holistic approach; a team comprising of integrative doctors, oncologists, paediatricians, clinical dietitians and nutritionists, yoga therapists and emotional counsellors come together to study each patient and make a holistic healing lifestyle plan. Ms. Natashya Phillips, our managing director, is the backbone of the company and its pillar of strength. The company's financial business strategies and expansion plans are managed by Mr. Srinivasan V, Founding Partner, CFO Bridge LLP and Mr. Gautam Kapadi, Partner, CFO Bridge LLP. We are currently working on a new health app that focuses on extending cancer care to thousands of patients across the country and, eventually, the world.

4. You have a whole string of health and fitness companies that you have co-founded. Kindly throw some light on the initiatives you are working out for the holistic well-being of patients in the wellness segment.

We have collaborated with 'Heartfulness meditation', a global organisation to extend meditation and emotional healing and counselling to people and our patients across the world. Having Co-founded, GOQii with Vishal Gondal, Founder and CEO, GOQii, the fitness technology that offers a wearable fitness band paired with remote personalized coaching, is our way of reaching out to millions across the world and infusing them with lifestyle changes. Through an initiative called Herbivore, we have created an option for people with disease to have homemade, nutritionally rich food delivered at their door steps. We recently launched RESET - Holistic Living Concepts, India's first holistic centre with a vision that every cancer patient or person in a wheel chair will find nutrition, exercise and healing under a single roof. Backed by specialists, coaches and an integrative healthcare team, RESET will look at expanding across Delhi, Bengaluru, Pune, Hyderabad, Chennai and Dubai, over the next few months. We have come up with a non-profit venture 'Shop For Change', a philanthropic initiative with a focus on making organic veggies and fruits available to Mumbai with no intervention from any middle man, enabling farmers to gain profits. Under the Luke Coutinho brand, we also founded Pure Nutrition, with a vision to use herbs, spices and natural extracts in formulations that have and will continue impacting the health of thousands of people across the world. We will also be launching three books to spread awareness on cancer, health and lifestyle. All these associations will help the brand 'Luke Coutinho' to scale up and reach out to more patients and people across the globe, with a complete holistic system, focused on prevention, healing, holistic health and well-being.