

26 Jul 2022 | Interviews

Over The Counter 26 July 2022: Global Self-Care Trends With J&J Self-Care R&D Lead Adam Ricciardone

by [Hannah Daniel](#)

In this episode, HBW Insight speaks to Johnson & Johnson Self-Care R&D lead Adam Ricciardone about four macro trends the company is observing worldwide: total wellness, sustainability, demographic shifts and the “techceleration” of self-care. Ricciardone talks about J&J's latest self-care technologies and why non-western countries, particularly in Asia, are quicker to adopt new consumer healthcare trends.

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