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# 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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[Self-Care Saving Taxpayers \\$120bn Per Year, Could Increase To \\$180bn By 2030](#)

[IQVIA Consumer Health: Brands Can Beat Inflation, But Only If OTC Firms Raise Their Game](#)

[AESGP Annual Meeting, Day 2 \(Part 1\): The Future For Europe's Self-Care Industry Is Bright And Digital](#)

[J&J Consumer Health Q2 Results No Help For Avoiding Lowering Full-Year Guidance Again](#)

[J&J: Inflationary Pressures 'Here To Stay' With Impact Likely Into 2023](#)

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