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The Life2.0 logo features a green leaf icon above the word "Life" in white, followed by "2.0" in a teal color. A small "TM" trademark symbol is positioned to the upper right of the "0".

Life2.0™

delivering wellness.

Where does your organization discover optimal performance?

Believe it or not, most of the productivity issues in our companies today can be solved by one thing: **wellness**.

Yes, that's a pretty bold statement.

What's the logic behind it? Simply stated, the healthier your company is, the more productive and profitable it will be. Notice we didn't say the healthier **your employees are**. We said **your company**.

That means, for the first time, wellness is directly tied to business performance, including:

- Lower insurance premiums
- Decreased insurance claims
- Lower absenteeism
- Increased employee engagement
- Accelerated performance
- Greater productivity

Simple, yes. Easy, no.



It is now estimated that almost one half of all Americans live with a chronic disease — dramatically increasing costs and lowering productivity.



Why wellness at work? Over 136 million people are employed in the U.S., spending a substantial amount of time at work (nearly 50 hours per week), making the workplace an ideal setting to address issues of health and wellness.

The fact is, right now, everyone is so focused on the future of health care, very few realize that the real problem isn't health care at all. Reducing health care costs is simple—get people healthy. But, is it easy? No.

Many wellness companies in business today provide services that focus solely on the physical health of employees. This is terrific. It's actually critical. Our culture has been programmed to eat poorly and remain sedentary—and now, our culture has caught up to us. So physical wellness must be approached. And companies today are purchasing these services because they know something needs to be done.



Well, why isn't it working?

- **It's confusing.** We are so bombarded by messages today that we don't know what to do, or how to react.
- **There is no support.** Look at a successful diet or nutrition program, and you'll see a phenomenal support system in place.
- **There is no accountability.** If it doesn't change behavior, it's not going to solve the problem.
- **It's never been tied to business performance.** If you can't monitor, track, and determine ROI, how are you suppose to measure performance results?

Then what can be done?



changing behavior.

In order for any change to take place, all levels of wellness need to be addressed.

Corporate Wellness needs to be approached on a different level—with an expansive, scalable and applicable process that moves your business forward to reach optimal performance. Your company needs to get healthier on all levels, which we call Life Cornerstones™—physical, emotional, financial, and cultural wellness.



Life 2.0™ is a system that has been developed to address all of these problems. In a nutshell, Life 2.0™ focuses on accelerating organizational performance through behavioral change in all four Life Cornerstones™.

Life 2.0™ is based around wellness campaigns. Simply put, a campaign is a six-week challenge where employees are engaged in wellness activity that incorporates the four Life Cornerstones™. We've simplified the delivery of the information and the information itself, created a support network that is immediate, and created real-time tracking, calculating, and analysis tools so administrators can direct the program as needed to create optimal results.

What are these campaigns? Life 2.0™'s campaign are constantly evolving, and include, but are not limited to:

- **Drink To Your Health** – rehydrating the body
- **Step-By-Step** – increasing activity
- **Kickin' Back** – reducing stress through relaxation
- **Sleep It Off** – reducing stress by getting the right amount of sleep
- **Five-A-Day** – eating more of fruits and vegetables every day
- **Gravity** – build muscle without lifting weights
- **Pump It Up!** – build lean muscle
- **A Kind Word** – random acts of kindness
- **Recognize** – employee recognition
- **Work It** – getting regular aerobic exercise



Life 2.0™ can engage your employees because it holds them accountable by requiring them to log in and participate. It sets goals and offers support and a community environment to allow for interaction and competition. And it provides an educational background to help inform them on healthier living—not only on a physical level, but also on a mental, financial, and cultural level. This is done by bringing in experts in the fields of medicine, nutrition, psychology, business, motivation, leadership, and more.

It's not just about healthy employees any more. It's about a healthy company.

The collage displays various features of the Life2.0 platform:

- Campaign Page:** Shows a 'Step By Step' campaign for the period 5/1/2009 - 6/15/2009. It includes a participation record calendar for May and June, a 'Your Stats' section with bar charts for 'Company Goal' (230,460,000) and 'Your Goal' (460,000), and a 'Campaign Leaders' list with names and scores.
- Message Board:** A section for posting to the campaign board, showing a post from 'Sample Admin' dated June 1, 2009.
- User Profile:** Displays health information such as 'Do you smoke?' (No), 'Current Height' (6'2"), and 'Current Weight' (203). It includes a 'Latest BMI' scale (23.4) and a 'Current Body Fat' section (Never checked).
- Weight History:** Two line graphs showing 'Your Weight' and 'Your BMI' over time from 5/13/2009 to 7/15/2009. The BMI graph includes a legend for 'Obese', 'Overweight', 'Normal', and 'Underweight'.

it's not personal. it's business.

The Human Race, The Rat Race, and The Connection of Health to Wealth

A study released by the College of Occupational and Environmental Medicine reveals that our workforce loses between 11% and 14% productivity every day simply for being human. We're distracted, we're sidetracked, we become exhausted, and we're unhealthy. With each health risk we add to our lives—even simple things like dehydration, extra body fat, relationship tensions, stress, or lack of adequate vitamins and minerals—we lose another 3% to 5% productivity per risk.

Not a big deal when it comes down to your company's bottom line? Think again. While American companies sweat over increased health insurance claims and absenteeism, a more powerful profit-sucker is scraping their bank accounts dry—presenteeism.

What is presenteeism? Working, playing, performing, and living are all marginalized by presenteeism—a concept best explained as a condition of illness that hinders our performance even though we arrive at work, get in the game, or attempt our intended endeavor.



Basically, presenteeism is being sick, but working anyway.

True Corporate Wellness

In order for a corporate wellness program to truly achieve its intended goal, it must be directly tied to business—meaning it must be trackable, measurable, financially and culturally productive, and easy to apply.

Life 2.0™ believes that financial and cultural are equally critical in building a successful corporate wellness program as their counterparts—physical and mental wellness.



Financial Wellness

Life 2.0™ offers organization's fully trackable and measurable data production—giving administrators detailed progress, engagement, and overall company statistics. Plus, Life 2.0™ has partnered with numerous financial content experts—helping participants not only understand personal financial health, but also the critical role their daily performance plays within an organization's financial health.

Cultural Wellness

An organization's culture is, during working hours, one of the most influential aspects of employee health and performance. Toxic cultures lead to dismal results, disengaged employees, and an impossible spiral of negative and destructive behaviors. That's why Life 2.0™ has partnered with many of the nations bestselling

business authors, thought leaders, and culture experts—providing your organization with an inside glimpse into strategies that can shape your workforce. Building trust, recognizing employees, creating accountability, developing growth patterns, team building, and strength optimization are huge “game-changers” when it comes to cultural health.

Business Tools

Life 2.0™ is committed to continuous improvement—of our product, and your organization. We provide our client companies with:

- Full scale tracking and measurement in real-time
- Educational materials and content focused on healthy business practices
- Free webinars featuring the most recognized thought leaders in the world
- Culture/business focused campaigns and tracking tools

Finally

Our nation is our workforce! If our nation is ill, so is your company’s performance. But, you can reach a second wind. Unleash your organization’s energy to accelerate by starting at the biological level—with the hands, heads, and hearts that drive productivity.

Call or email us today to set up a virtual tour of Life 2.0™ at (208) 757-0667 or info@salusliving.com.

For the first time, wellness has been tied to business performance.

