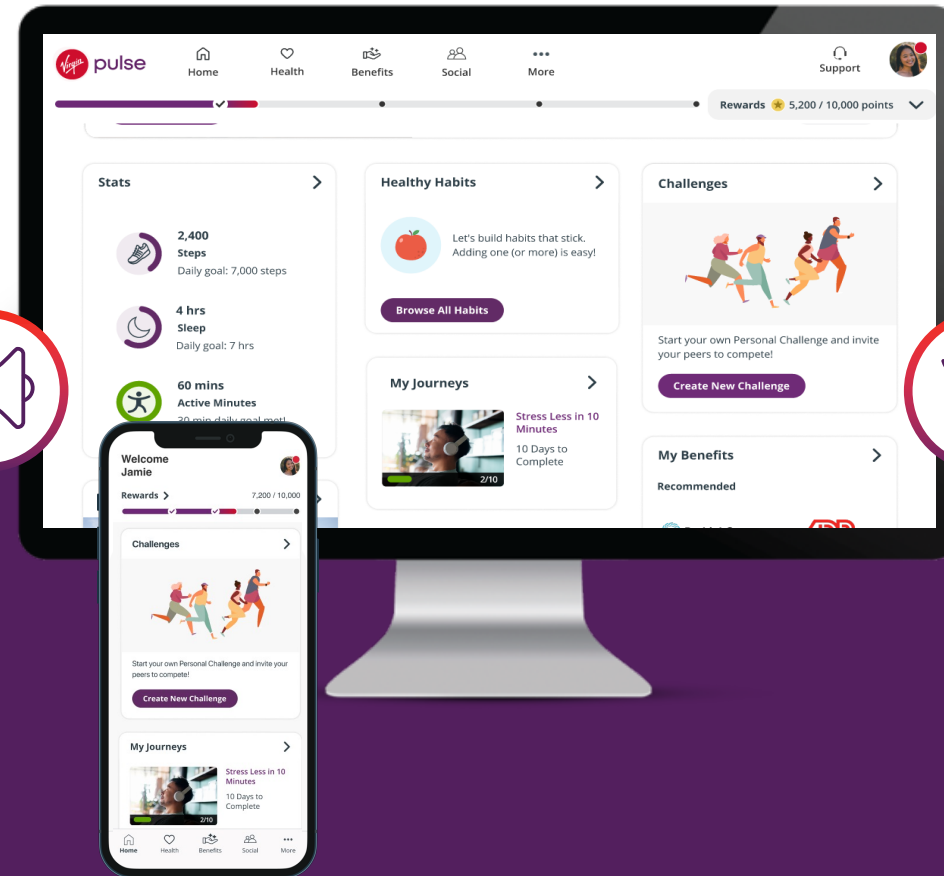


Science-backed Motivation

Behavior science behind every interaction

Making the healthy choice the easy choice



Prompt it



Reward success



Make it easy



Practice and repeat



Focus on the
Right behavior



Meaningful
behavior change



Behavior change rigor transforming daily
routines into healthy daily habits

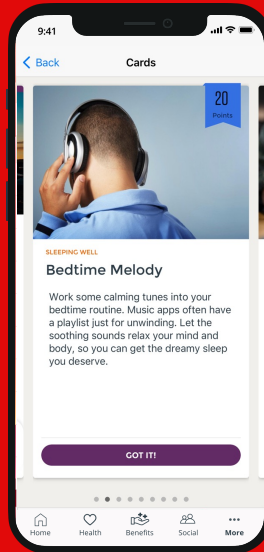
Virtually unlimited pathways to better wellbeing

Behavior change rigor

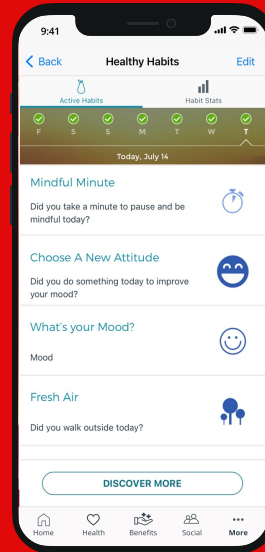
Holistic & evidence-based

Rich depth & breadth

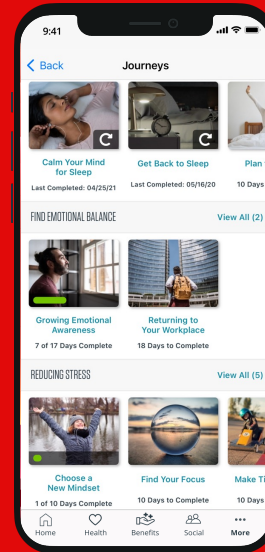
Microlearning to inspire action



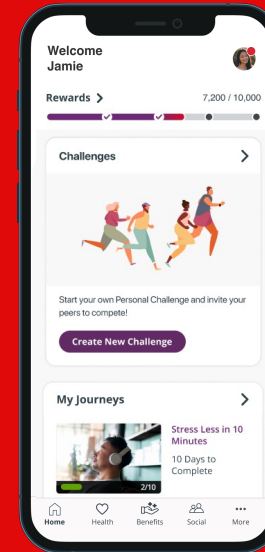
2,750
Daily Cards



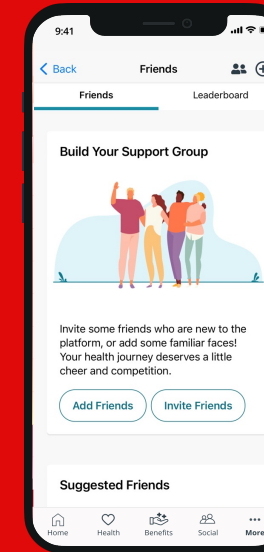
400+
Healthy Habits



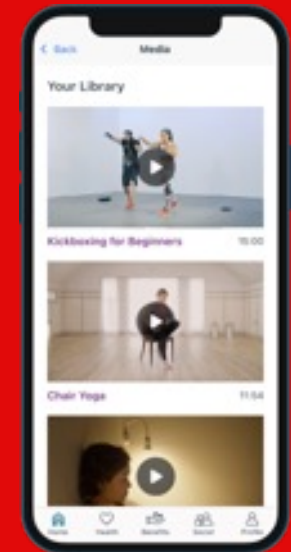
50+
Journeys



80+
Challenges



Friends &
Family



Media
Library

Social to connect and motivate

Engaging

Consumer-grade whole person engagement

Personalized, holistic, inclusive

