

# Wellness Newsletter

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*The wellness industry is largely out of touch.*

We decided to fix it.

## What is Wellness Anyway?

*What comes to mind when you hear the word wellness?*

*Wellness is not just six-pack abs, 5k's, and restrictive diets.*

*Wellness is more.*

Defining wellness has been left up to the institutions, corporations, and marketers, each with their own definition of what they think wellness should be for you and for me. Here is one component to help define wellness.

Wellness is personal, and the definition will vary from person to person. Having been in the wellness industry for many years, we know this to be the case, and see this reality manifested in nearly every conversation we have. We typically find ourselves reminding organizations, and their people that wellness is about taking the next step. Organizations need to resource and equip, and individuals need to be proactive. Our job is to simply help companies and individuals find their definition of wellness, and then journey with them as they work to achieve it.

For a company: Remember, wellness is not corporate, it's individual.

For an individual: Be proactive and shut out the noise. You decide what you want your life to be like, so get help if you need it and make it happen.



**\$44,000**

Average cost to an employer per medically consulted lost time injury.

**22%**

Of lost time injuries are due to overexertion from lifting, carrying, pushing, holding, or throwing.

**91%**

Of musculoskeletal injuries sprains, strains, tears, soreness, and pain are due to overexertion.,

# Our Services

Designed to create positive momentum



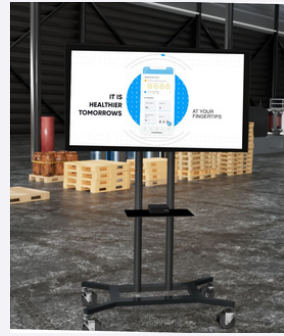
## Wellness Events

- Most popular, 8 week Evolt 360 Health Challenge
- Measures amount of fat, muscle and lean tissue an individual has
- Builds community, connection and creates positive momentum



## Mobile App

- Location-specific and individualized workout programs, meal planning, goal tracking, linking fitness watches, coaching and resources etc.
- Develops a sense of connection and belonging



## Displays

- Mobile cart displays around workplace
- Communicates branded communications that invoke unity and response.
- Personalized based on demographics and needs



## Injury Prevention

- Kinetisense
- Leader in the motion capture industry
- Range of motion, Balance, Flexibility, Posture, Muscle Dysfunctions etc.
- In the app we will provide specific corrective exercises and stretches
- Reducing injury costs

## Injury Prevention in the Workplace

In 2021 work related injuries cost \$167 billion in the U.S. But studies have shown 44% of workplace injuries are preventable. One of those most common injuries that take place in the workplace are sprains and strains. Most of the time this is due to repetitive motion. If an employee is not sitting, standing or bending properly at work then overtime that will lead to an injury. On average it takes 23 days for a stress injury to recover. Employers can lose money on lost time due to injuries. Luckily there are things employers can do to prevent injuries and lower their healthcare costs, that is where we come in. Brooks Corporate Wellness brings injury prevention to the workplace.



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