

Countdown to Wondr Health

As you know, May 13th, NS is officially becoming Wondr Health™. But it's not just a rebrand for us, it's an opportunity to double down on what we've always stood for and build on what 15+ years in the industry taught us.



Expect the unexpected: The Juxtaposition of Wondr

The word wonder represents both an action and a feeling—it's full of juxtapositions that create something both actionable and aspiring.

- ✓ A benefit that treats the root cause of chronic disease and the whole person, *instead of the symptoms*
- ✓ A weight management program that doesn't ask participants to count calories or points. Instead, *it teaches participants how to eat their favorite foods and lose weight, sleep better, stress less, and more*
- ✓ Not a selfish point solution. Instead, *a solution that improves the results of your entire spectrum of chronic care solutions*
- ✓ The *oldest* 'new' program in the industry—we've been here for 15+ years and have been based in behavioral science (before it was cool)
- ✓ A program that doesn't just work for some, *it works for all—regardless of culture, background, or food preferences*

It isn't a typo, or a diet.

You may have noticed that there's an 'e' missing in Wondr. The "dr" is a nod to our clinical backing—a reminder that we are 100% evidence-based, focused on clinical results, backed by science. The entire program was created by doctors, renowned clinicians, and field experts.

“Realizing my own self-worth, realizing that there's hope that life can be better, I mean, that was the real motivation. Suddenly, I went from feeling like nothing was possible, to everything's possible.”

Dan B.
Lost 60 lbs
Gained Pain-free days



We're not leaving our foundations—we're highlighting them.

Every element of our brand was intentionally designed to reflect the core values of our company and what we've always stood for.

For starters: Our participants are the heart of our company, and now, the core of our brand. We asked our participants what they wanted to see in our new brand, then built it around them and for them. In fact, we nixed models and used real participants, like Bridget, as the faces and voice of Wondr. The Wondr brand was built to celebrate the successes of our participants—big or small. From lowering their A1C to running around with their grandchildren, our participants experience real life change that you'll see in your claims reports.

Our logo's purpose: Next, our logo and emblem were created to welcome participants into a world where diet culture is flipped upside down, weight loss is a science, and good habits last.



Bridget
Lost 65 lbs
Gained
Better sleep

ARCHED PORTAL

The logomark of the brand represents an entryway to new possibilities of Wondr—better health and new perspectives for anyone and everyone. The pathway on the bottom is illuminated in yellow to signify the light that Wondr's program shines.



PORTAL/PERIOD

We adjusted the 'r' to emphasize a circular portal. This dot also acts as a period to bring more emphasis on the 'Dr' aspect of Wondr.

ARCH

You'll see the portal here as another representation of a doorway to the entrance of Wondrland.

The core pillars of our brand:

Wondr embodies a number of core elements that are woven into our brand to inspire true change and lasting results.



ACTION BASED

We believe the most long-lasting changes can happen after an 'aha' moment that feels life-changing. Wondr can flip perspectives on what better health can be, and more—so you'll see this visually throughout our new brand.



CORE PILLARS OF OUR BRAND

Wondr embodies a number of core elements that are woven into our brand to inspire true change and lasting results.



ASPIRATIONAL

Our program is about a journey to better health, and we want our participants to stand in wonder and awe of what they've accomplished. So, our logo and design elements have the Wondr portal—to represent a doorway to better health, that's open for everyone.



DIVERSITY AND ACCEPTANCE

Employees all have different reasons for wanting to get healthy and different ways of getting there. Our digital solution is built to be hyper-personalized to meet people where they are physically and mentally.



SKILLS BASED IN BEHAVIORAL SCIENCE

Behavior change is the key to sustainability. We teach participants the skills they need to lose weight and keep it off, no matter what challenges they're facing.

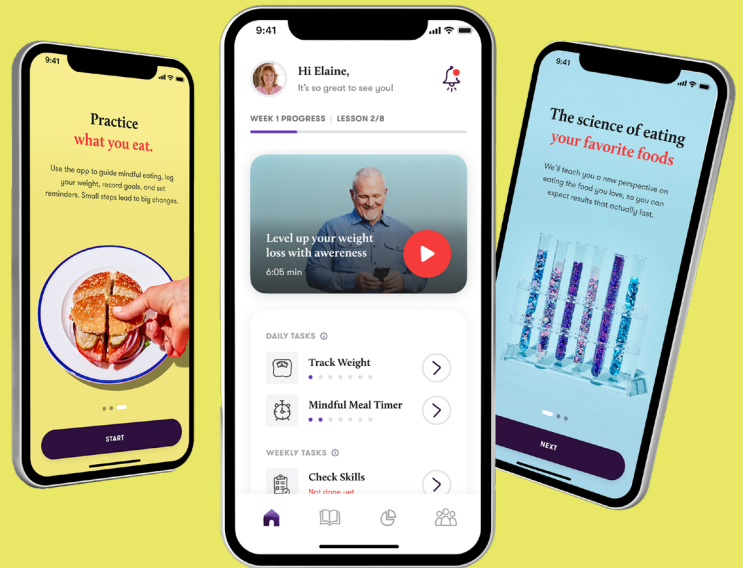


EXPERTISE

We're bringing in new instructors and experts from a variety of fields to Wondr—so we can introduce new master classes, topics, and perspectives to our curriculum.

A peek into the new Wondr experience

- ✓ A world-class line up of renowned experts added to the Wondr instructor team to increase participant engagement
- ✓ Personalized, tailored experience with an updated algorithm to improve engagement and health outcomes
- ✓ Completely redesigned, streamlined, and easy-to-digest weekly lessons focused on specific behavior changes
- ✓ Adjusted program lengths to maximize behavior change, consistent with guidance from the Federal Obesity Treatment Guidelines
- ✓ More non-video resources in consideration for all types of learners
- ✓ Behavior strategies, resources, stories, and program principles that reflect the diversity of participants in the program



“ We launched this wellness program to control our costs and avoid the alarming trend of double-digit percentage increases in healthcare costs, we never expected to save millions of dollars”

- **DOUG CROPPER**,
President & CEO,
Genesis Health Systems



Brad M.
Lost 70 lbs
Gained Confidence

**Contact us to get to know
the new, Wondr Health.**

go.naturallyslim.com/WondrForEHIR