

n a t u r a ) ( y s l i m<sup>®</sup>

## Rebrand FAQs

Everything you need to know about our rebrand.

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## General Rebrand Questions

### Why are you rebranding?

If you've tried Naturally Slim (NS), you know it's about much more than weight loss. The program also teaches skills that help people sleep better, move more, stress less, and feel like their best selves. But to be honest, our name doesn't do the best job conveying all that. So, we're changing it.

### What's changing?

We're changing our name, logo, colors, and have completely overhauled our imagery to be more inclusive and representative of YOU—the heartbeat of our brand.

### What's not changing?

Even though a lot about our look is changing, we're doubling down on our mission to do the most good for the most people because we believe everyone is worthy of better health. Some other things that are staying the same:

- Science based and data-backed curriculum founded by behavioral science, delivered by our team of expert clinicians
- Access to your program whenever and wherever you need it, from your own device
- Your support group and community of participants, instructors, and health coaches

- Results, like feeling more in control of your weight (85% of participants) and having more energy (61% of participants)<sup>1</sup>

1 Naturally Slim Book of Business

## Why Wondr?

Our program elicits a sense of wonder—it flips perspectives upside down using the science of weight loss and preventive care. It helps you truly connect to your “why” while being in awe of what you can accomplish. It embodies:

- **Better health for your true self.** We believe you don’t need to become a different person to be a healthier person. Everyone is worthy of better health, and Wondr teaches practical, scientifically-proven skills that help our participants feel better and live stronger.
- **Inclusivity.** Everything about our new brand is intentionally designed to make sure you can see yourself in our brand. We’ve created a world where your true self is your best self, and we’re opening the portal to better health for everyone.
- **Wondr moments.** The word Wondr elicits feelings of awe. Participants like you often have moments of finding themselves in awe of what they’ve accomplished, and those moments are what we live for.

## What happened to the “e”?

It isn’t a typo—Wondr represents curriculum based in science. The “Dr.” in Wondr represents our science-based and data-backed curriculum, delivered by our team of expert clinicians that takes big dreams and makes them a reality using practical, proven skills, that work.

## What does this rebrand mean for you?

All good things! You can expect the same great results from the same great program that’s gotten a refreshed look that better represents the work we do and the lives we change. Your progress won’t be interrupted. Your program experience might look a little snazzier. We’ve changed our name and branding, but the program itself and the wonder that our participants experience as a result won’t change a bit.

## **Program Questions**

### **When will I see these new changes?**

You'll get to see our new brand come to life on May 13. In the meantime, you'll start seeing communications and program popups explaining what's to come so nothing is a surprise. You can also check out [these materials](#) for everything you need to know right now about our rebrand.

### **Will I need to download a new app?**

You will not need to download a new app. However, you should check that your current app is up to date, as you will only see the new branding reflected after the app is updated.

### **Will I need to update any of my profile settings online?**

No, all of your previous settings will remain just as you have them currently.

### **Are the videos changing?**

Not on May 13, but later in the summer we'll be updating our curriculum to be even more personalized to you. More details coming soon!

### **Will the program still have the same instructors?**

Yes. Todd, Tim, Dana, and the rest of the crew are still here. Plus, we'll be introducing a few new faces as we personalize the program even more to include deeper dives into topics that matter most to you.

### **When is the earliest date I can start?**

Right now! No need to wait until we've officially launched our new brand to get started.

### **Where can I get more information?**

Learn more about the rebrand [here](#).