

Rebrand FAQs

Everything you need to know about our rebrand.

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General Rebrand Questions

Why did you rebrand?

Our program has always been about much more than weight loss. We teach skills that help people sleep better, move more, stress less, and feel like their best selves. But the name Naturally Slim (NS) didn't do the best job conveying all of that. So, we changed it to something that better reflects who we are, what we do, and what people can expect.

What exactly changed?

We changed our name, logo, colors, and totally overhauled our imagery to be more inclusive and representative of YOU—the heartbeat of our brand.

What didn't change?

Don't worry – your H2Orange isn't going anywhere. Even though a lot about our look changed, the core of our program is staying the same. We doubled down on our mission to do the most good for the most people because we believe everyone is worthy of better health. So, you can still expect:

- Science-based and data-backed curriculum founded in 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
- Real results that last, like feeling more in control of your weight, stressing less, and having more energy to do what matter most to you.

Why did you choose Wondr[™] as the new brand name?

We wanted our new brand to reflect our deepest values and the participants (like you!) who inspire these values. The word “wonder” is both an action and a feeling, representing both possibility and hope. It can inspire better health, and as a result, leave you feeling overcome with wonder and awe at what you've accomplished.



Our program elicits that 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.” 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.
- **A program built for everyone.** 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 empowered by what they’ve accomplished, and those moments are what we live for.

What happened to the “e”?

It isn’t a typo. It’s purposeful and strategic. The “Dr.” at the end of Wondr serves as a reminder that we are 100% evidence-based, focused on results, and backed by science. Our curriculum, created and delivered by our team of expert clinicians and scientists, takes big dreams and makes them a reality using practical, proven skills, that work.

What does this rebrand mean for me?

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 in my program?

Our new brand launched on May 13, so you should already see many of these changes. Learn more about what you can expect from Wondr [here](#).

Do I need to download a new app?

You will not need to download a new app. But do check that your current app is up to date. You’ll only see the new branding after the app is updated (don’t miss out!).



Do I need to update any of my profile settings online?

No. All of your previous settings will remain the same. So, you're all set to keep up the amazing work.

Did the videos change?

Later in the summer we'll be updating our curriculum videos to be even more personalized to you. More details coming soon.

Does the program still have the same instructors?

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

Where can I get more information?

You can learn more about the rebrand [here](#).