

Wellness Support Services for



January, 2020

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Briotix Current Challenges and Needs

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About Inspiring Vitality

Cathy Richards

M.A. Exercise Physiology

Author, Wellness Coach

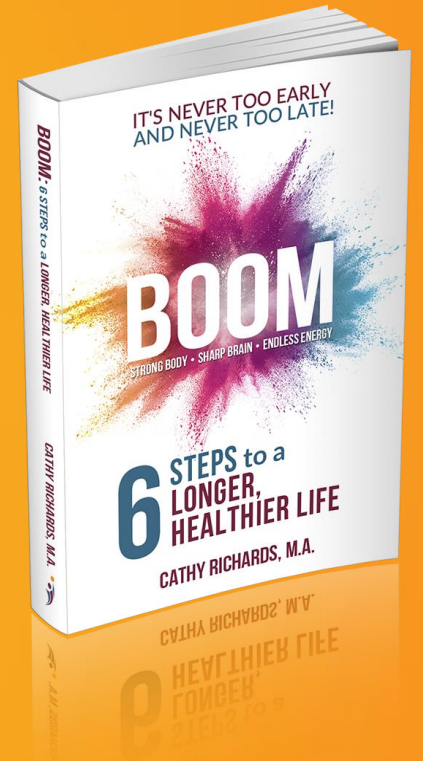
Speaker for Conferences and Events

Program Consultant and Strategist



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Corporate Wellness for Marriott +
Senior Wellness for Asbury Communities +
Entrepreneurial History
= **Inspiring Vitality** and **BOOM**
Never Too Early, Never Too Late





Core Themes



Strong Body

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Sharp Brain



Endless Energy



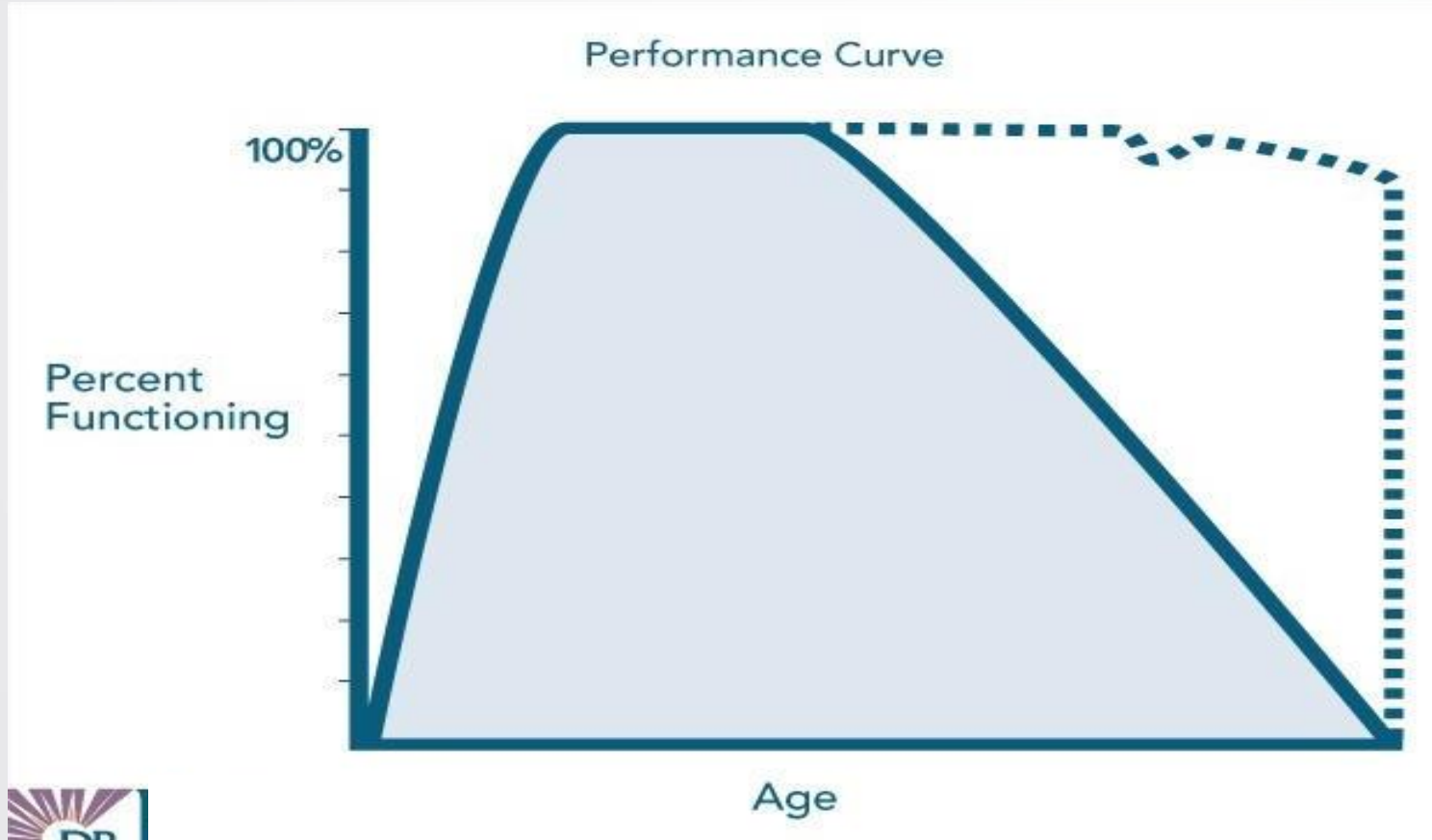


What type of 85-year-old do you want to be?

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Successful Aging: The MacArthur Foundation Study



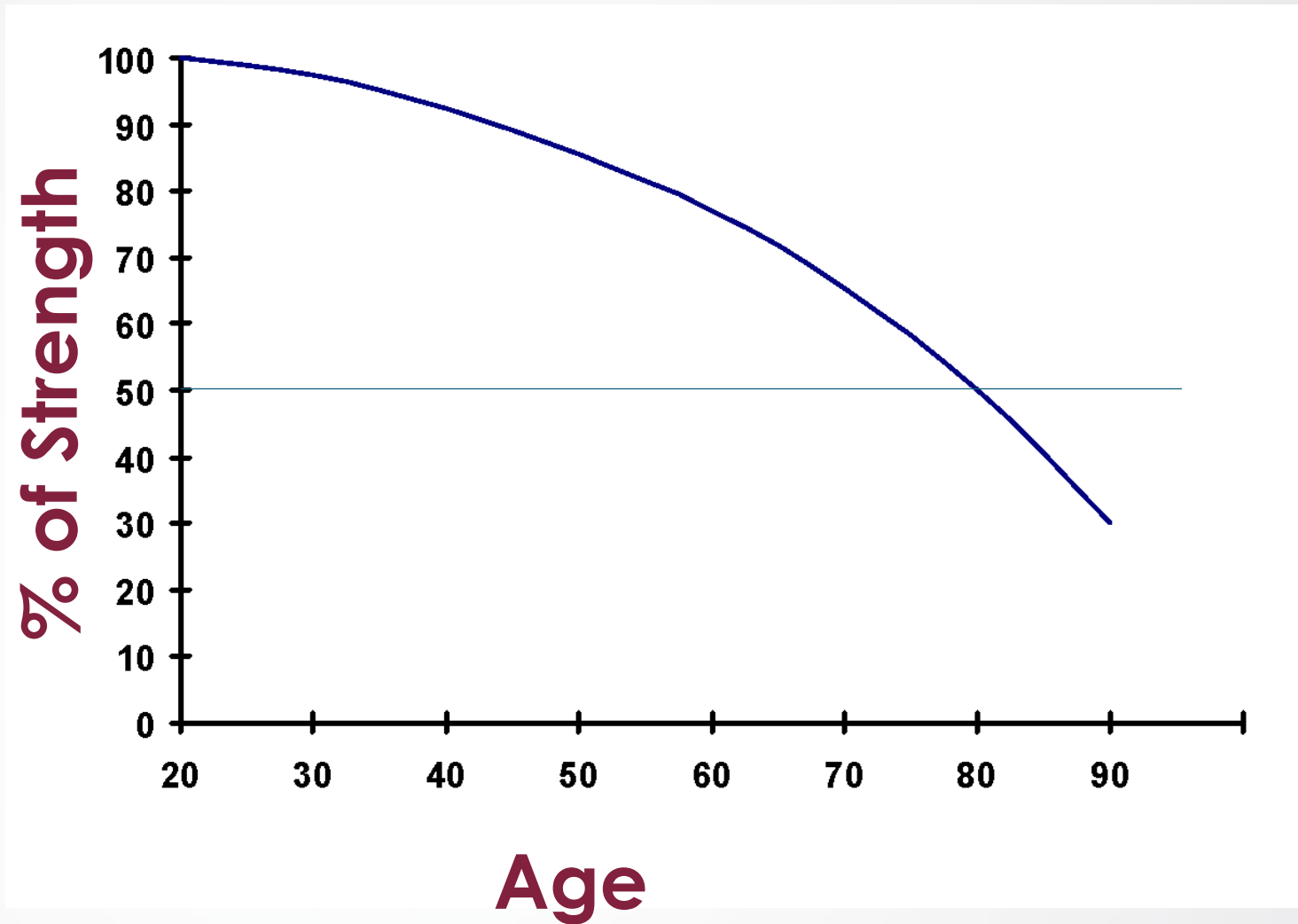
Up to **70%** of the differences in how people age is determined by...

LIFESTYLE!

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Loss of Muscle and Strength as We Age

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Mindset and Motivational Messaging

Inspiring Vitality's Mantras

Much of what we commonly attribute to aging is often due to *the inactivity that comes with aging* – both physical and mental.

It's never too early and it's never too late!

Habit is more important than content.

Exercise has more far-reaching benefits in more categories of your life than any other *single* thing you can do.

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**You could be waiting a L-O-N-G
time to “Get Motivated”.**

WHAT'S STOPPING YOU

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NEW MINDSET
NEW RESULTS

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Strategies





A healthy lifestyle is progressive.

Establishing the **HABIT** is much more important than the content.

Once the *habit* is established, the **content** will grow and evolve.
See what happens!

*It's never too early or too late.
It's not as hard as you think.
You can't afford not to!*



Core Specialty Areas



Exercise as “the” Magic Pill:

- Motivational Strategies
- Quick, Realistic, Multi-Level Options

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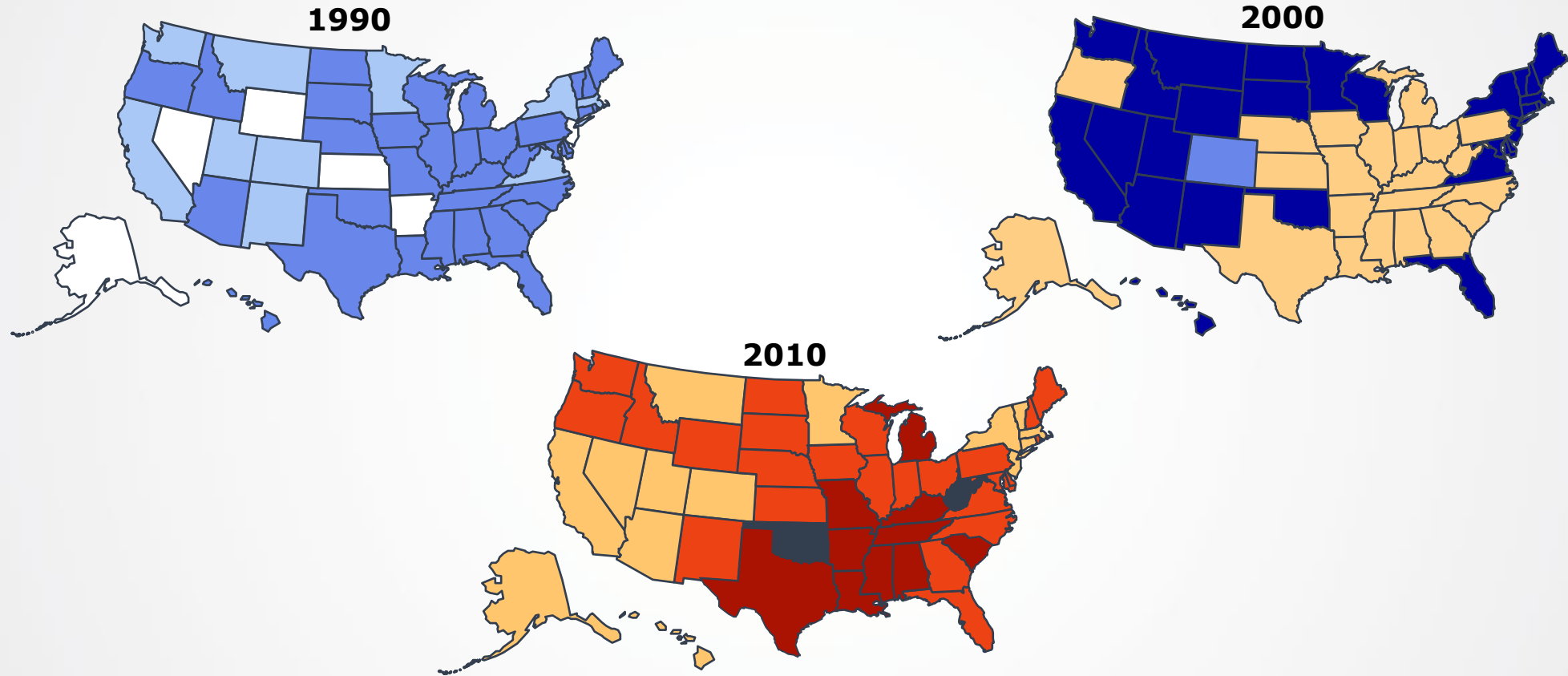
Healthy Eating and Weight Management

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Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)





Diabetes

Heart Disease

Stroke

High Blood Pressure

Gall Bladder Disease

Cancer

Increased Surgery Risk

Back Pain

Joint Problems

Arthritis

Sleep Apnea

Shortness of Breath

Restricted Mobility

Depression

The list goes on...

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Load Up on Superfoods

Tomatoes

Broccoli

Sweet Potatoes

Avocado

Pumpkin

Beans

Lentils

Spinach

Whole Grains

Edamame

Winter Squashes

Nuts and Seeds

Leafy greens

Flax Seed

Yogurt

Salmon

Quinoa

Barley

Farro

Berries



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Hydration

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Brain Fitness



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**Four
Factors
that Fight
Fatigue**



Active Aging

Healthy Hearing



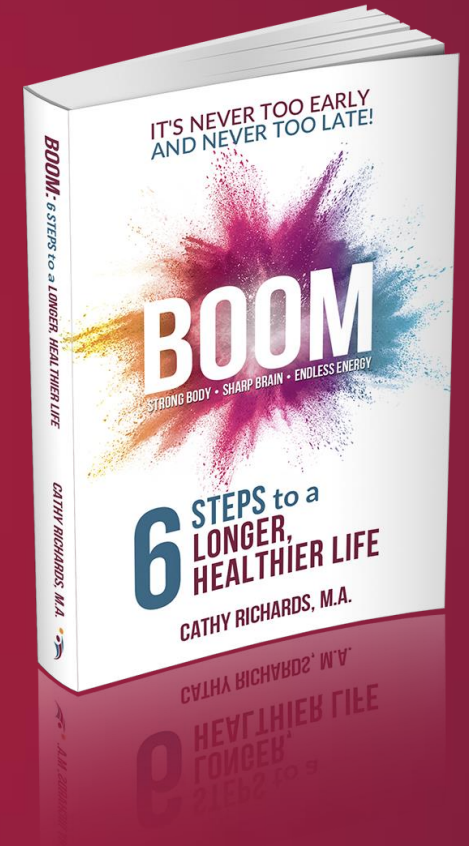
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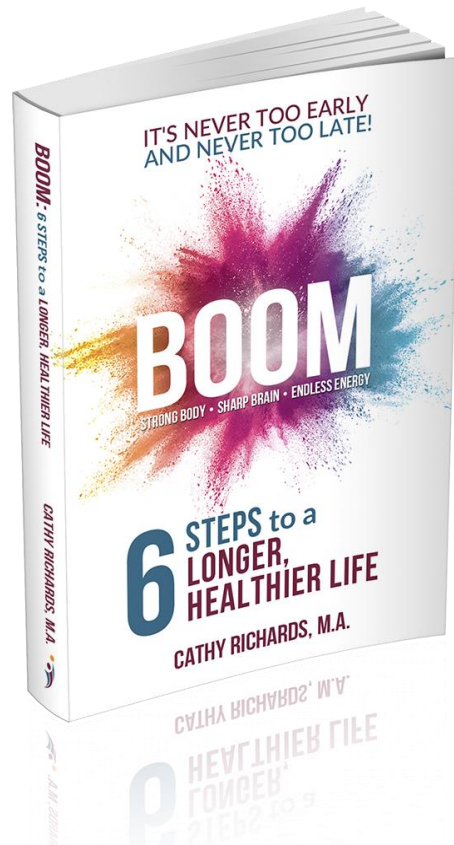
BOOM: 6 Steps to a Longer, Healthier Life

- Published October 2019
- Amazon Bestseller and #1 New Release in 8 categories
- Downloaded/purchased 3,000 times in the first week
- *Bulk pricing and customization available (foreword and logo)*

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BOOM Fitness Framework: Dial it up or down with tracks for “NTE” and “NTL”



THE BOOM FITNESS FRAMEWORK

The BOOM Box

Customizable with:

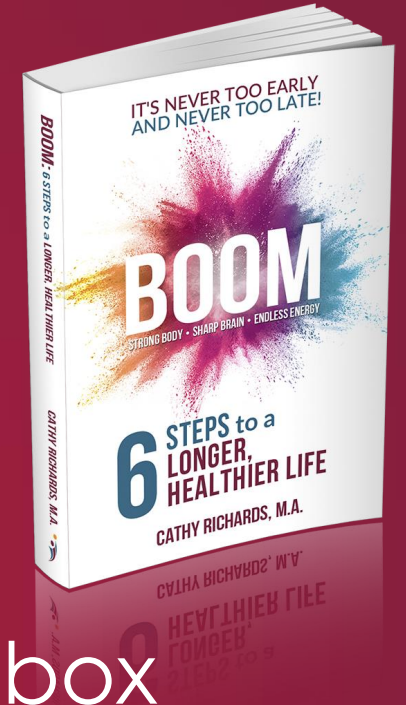
- Branding/logo
- Welcome from and custom items
- A copy of BOOM
- Action Guide
- Exercise poster
- Exercise tubing/bands
- Goal Setting Forms
- And much more...

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Core Offerings

- Onsite Seminars
- Webinars
- Virtual support/coaching
- “BOOM for Life” 8-week program with online modules, weekly group coaching and BOOMbox
- Social media – blog posts, podcasts, twitter
- **BOOM** Bulk pricing, branding, and customization (foreword and logo)
- **BOOM Box** branding, customization



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The Intersection of *Briotix's* Needs and *Inspiring* *Vitality's* Expertise

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Next Steps

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