

Health & Wellness Roadmap Towards Value Creation

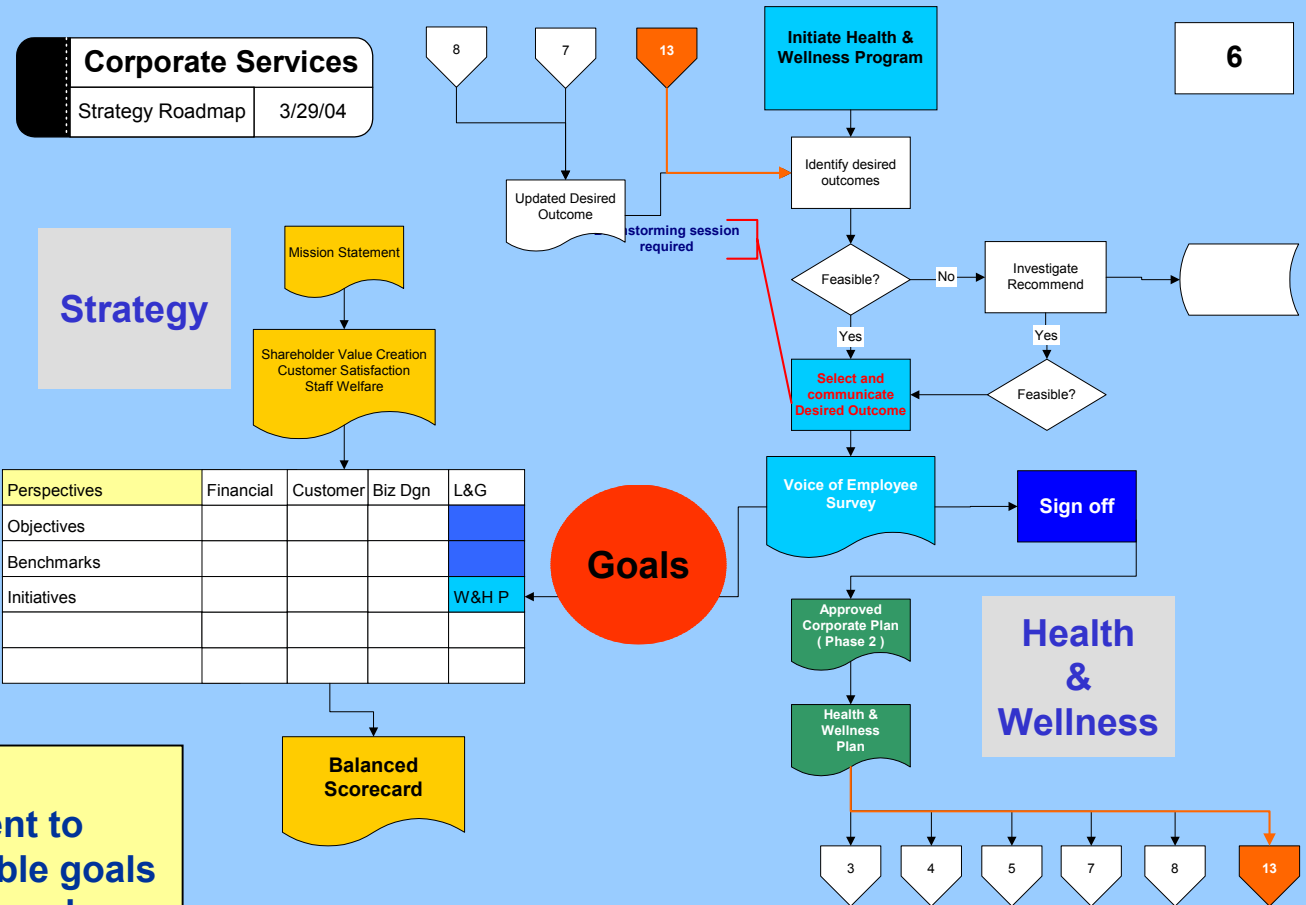
Presented By

Think Masters & Associates Pte Ltd

Health & Wellness Program – Value Proposition

- Strategy-Focused
 - Link to Performance Measurement
- Focus on the *How* Through Education and Activity-Based
 - How Young Do You Eat
 - How Young Do You Live
 - Fitness Program
- Online Interactivity and Tools Empowering Individuals To Take Charge of their Health
 - Survey
 - Quiz
 - Calendar
- Team of medical and management consultants
 - Seamless delivery
 - Expert Knowledge

Strategy-Focused / Link To Performance Measurement



Performance Measurement

Strategy

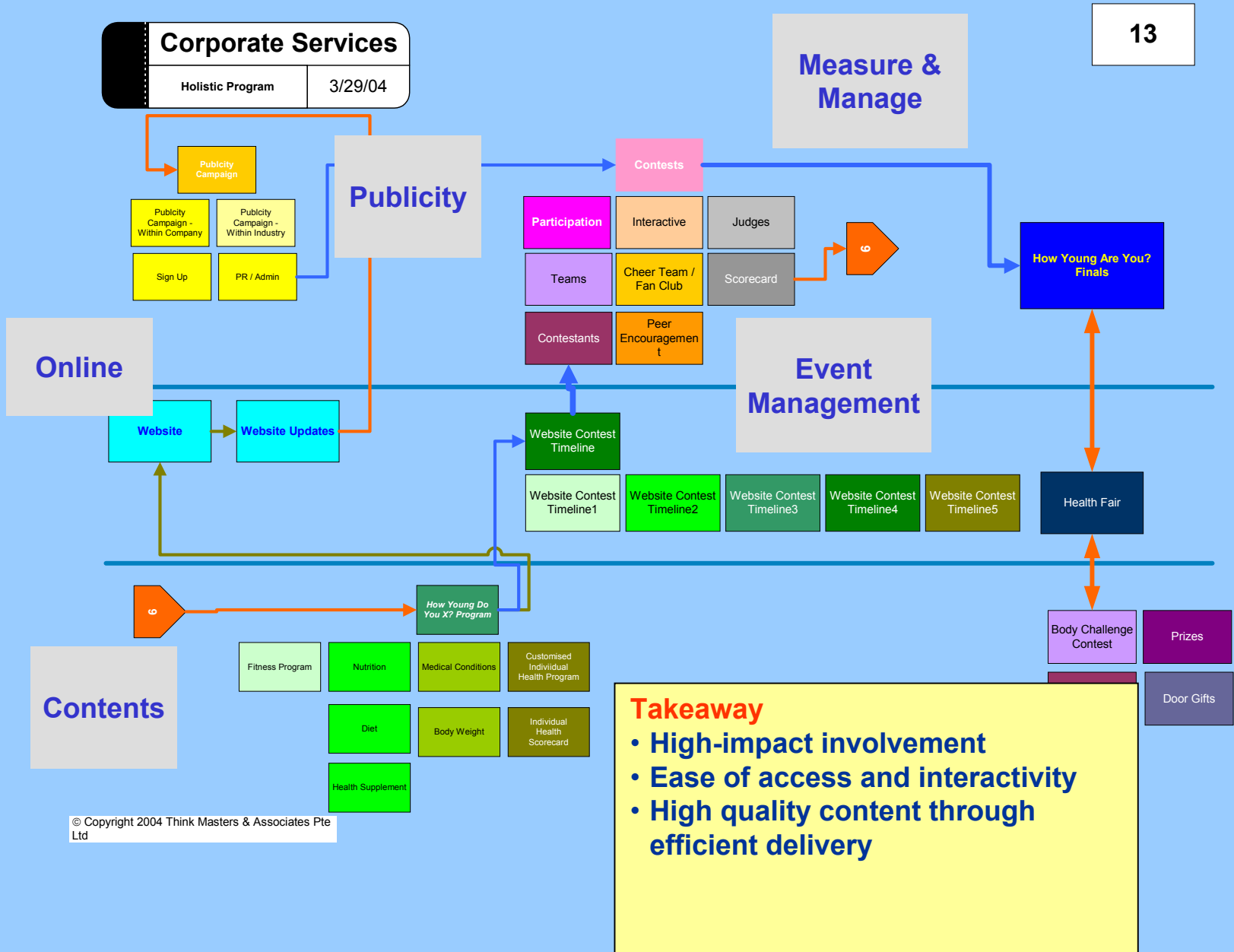
Health & Wellness

Takeaway

- Collaboration with the client to develop realistic measurable goals
- Link to corporate strategy and performance measurement

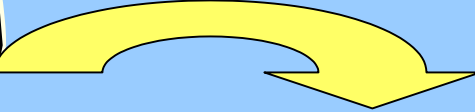
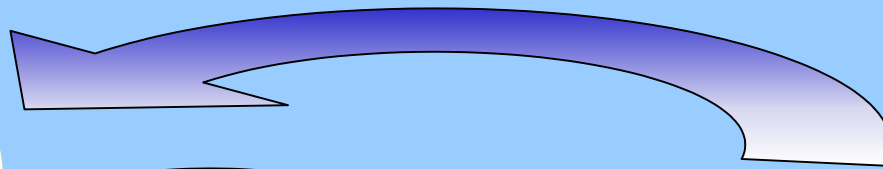
Holistic Approach / End-To-End Solutions

13



Clients

Online Interactivity



Customer
Centric

PROGRAMS

Feedback

eCalendar

Quiz /
Measurement

4 Part Series
Forum
Fitness Program

Team of
Collaborators
(Medical &
Business Consultants)



Takeaway

- Mass Customisation
- Cost Effective / Sustainability
- Family-oriented
- Measurable Objectives

Work Program 2004

Receive short health
Tips Mon – Fri

Tip of the Day

Exercises

Rest / Relax

**Diet /
Nutrition**

Medical
Conditions

**Keep Clean /
Pure**

Supplement

Diet and Fitness Tools

- Calculate your BMI
- Count Calories
- Create a fitness plan
- Find recipes, vitamins and more

**Health
Fair**

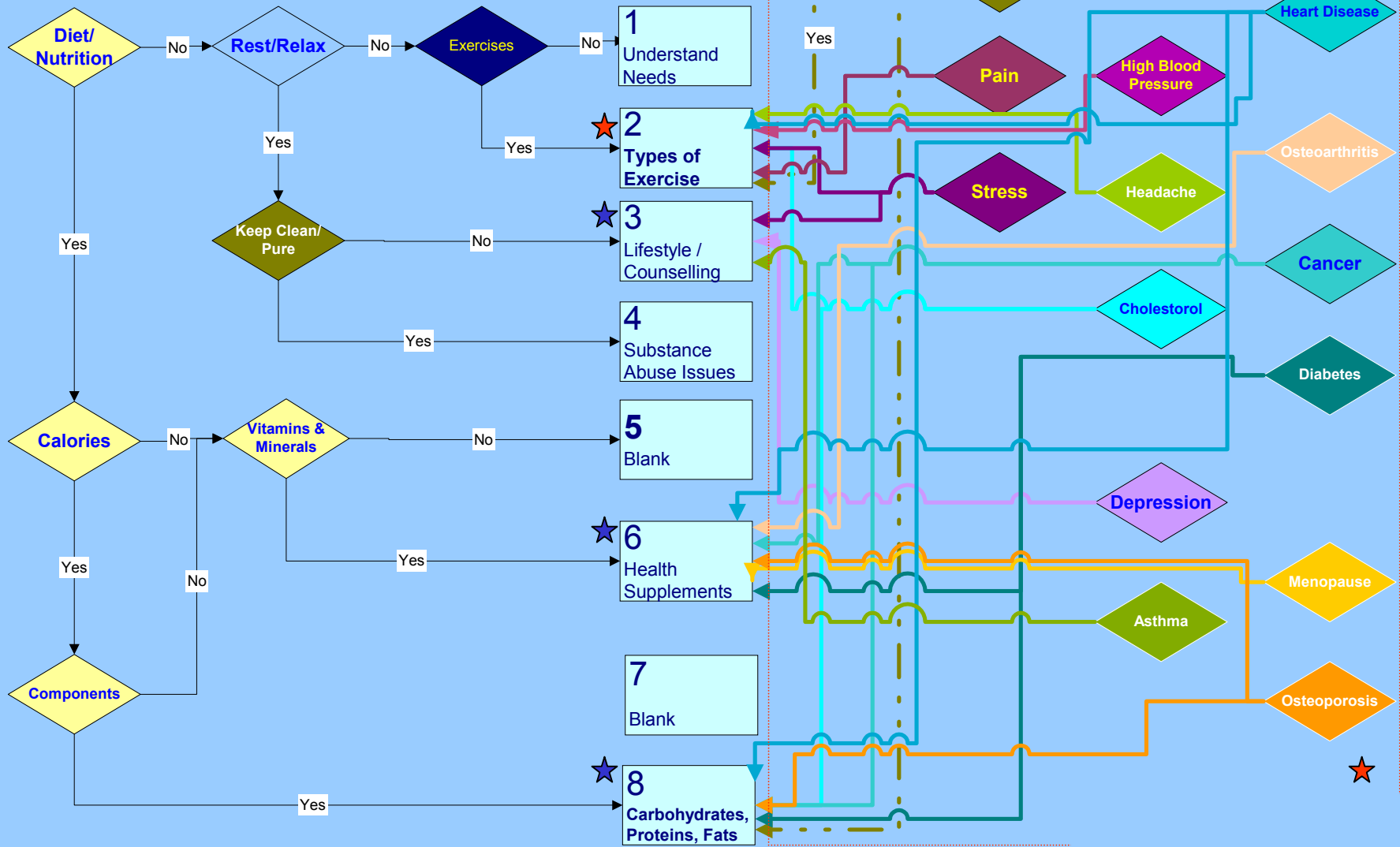
Holistic – Body, Mind & Soul

Acute

Roadmap – Holistic Healthy Living Body – Mind – Soul

★ How Young Do You Eat ?

★ How Young Do You Live ?





Medical Conditions

| | | | |
|-------------------------|---------------------------|---------------------------------|-----------------------------|
| <u>Allergies</u> | <u>Chronic Fatigue</u> | <u>High Blood Pressure</u> | <u>Rheumatoid Arthritis</u> |
| <u>Anger Management</u> | <u>Depression</u> | <u>Irritable Bowel Syndrome</u> | <u>Stress Management</u> |
| <u>Anxiety</u> | <u>Type 2 diabetes</u> ✓ | <u>Metabolic Syndrome</u> | <u>Stroke</u> ✓ |
| <u>Asthma</u> | <u>Disease Prevention</u> | <u>Menopause</u> | <u>Weight Problems</u> |
| <u>Back Pain</u> | <u>Enlarged Prostate</u> | <u>Osteoarthritis</u> ✓ | |
| <u>Cancer</u> ✓ | <u>Headache</u> | <u>Osteoporosis</u> ✓ | |
| <u>Cholesterol</u> | <u>Heart Disease</u> ✓ | <u>PMS</u> | |

✓ Today, the risk of dying of any thing before you are 40 is really very small. But starting at 40, you enter the zone of the 7 deadly diseases. How deadly are they? They kill more than 80% of us.

How Young Do You Eat?

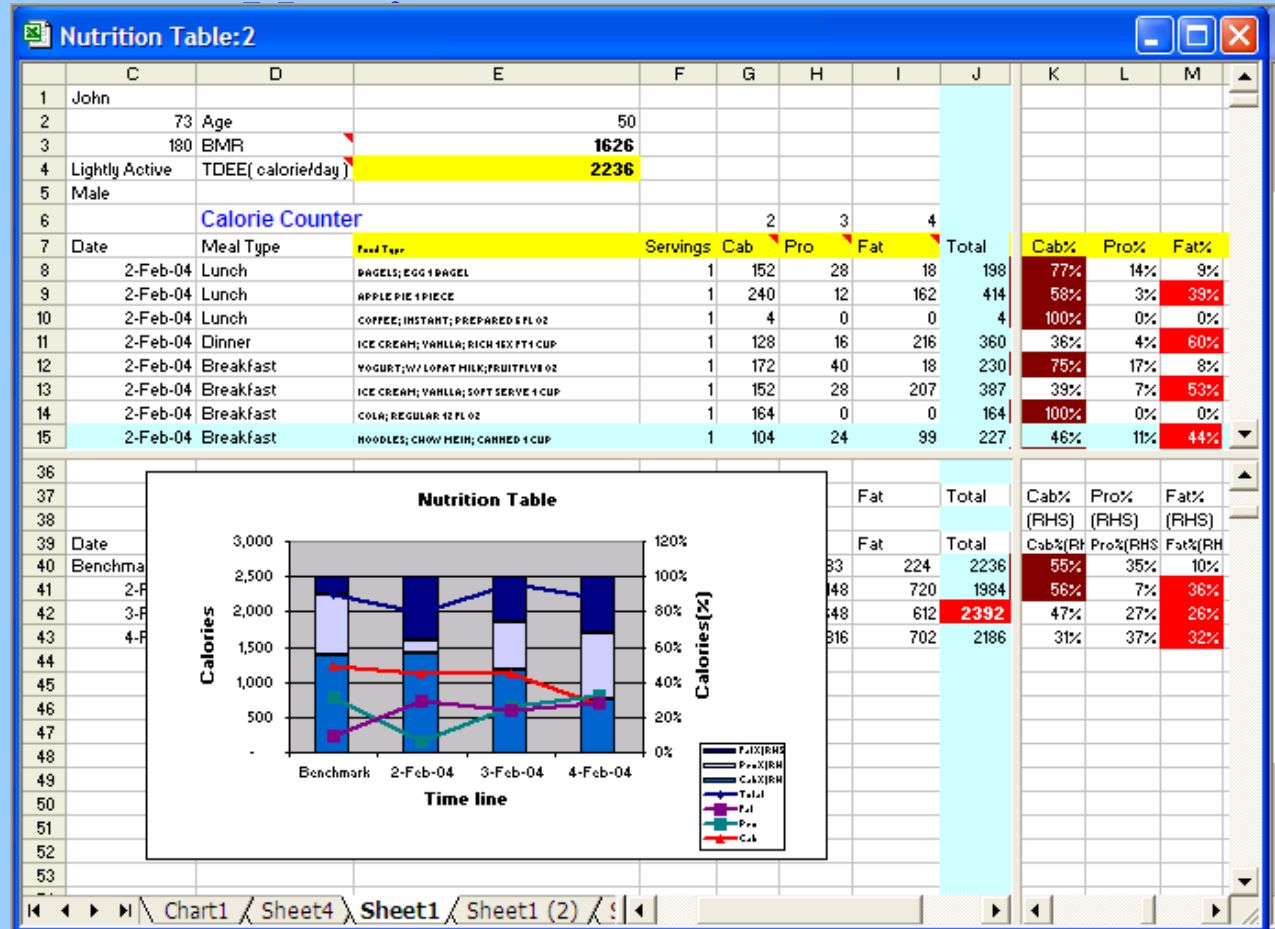
- [Nutrition](#)
- Eating Right
- Nutritional intake of food supplements
- Nutritional Analysis of Participants
- What to eat to make your real age younger

How Young Do You Live?

- Know Your Body
- Medical Conditions
- Address Lifestyle Issues
- Exercise Regime
- Educate on Solutions for Common Ailments

How Young Do You Eat?

- What is a balanced diet?
- Know Your
 - CPF
 - Vitamins and Minerals
 - BMR and TDEE
- You are what you eat - Guidelines for a good nutrition
 - Calorie Calculator
- Turning back the hands of time - Eat right, Eat younger!
- Nutrition and Health Connection - Strategies to prevent chronic degenerative disease
- The Body Challenge - Nutrition and Weight management
- Planning your meals - vote for the most innovative office snack, lunch box etc
- How well do you eat - food quiz
- Diets and more - the good, the bad and the iffy
- How to Select the Appropriate Fitness Program
- Understanding Trade-Offs and Reconciling To Lifestyle



The War Within Our Bodies

The cells of our bodies are fighting to stay healthy as they are attacked by free radicals that seek to destroy and extinguish their life. Oxidation defence agents counteract free radical damage which is potentially damaging to cells.

You can't escape it —

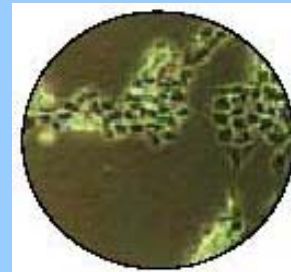
- Stress
- Radiation from the sun
- Air pollution
- Toxic chemicals in the water
- Depletion of nutrients in the food supply



Healthy human cells in culture



Similar cells when
oxidation defence
mechanisms are included



Cells after adding digested
products from a fatty meal

Are we content with losing this war with degenerative disease or will we arm our cells with the nutrients they need?

