



## SUCCESS: Testimonials

### **Newways Corporation, Springville, Utah**

"Salus Lifestyles has been an intricate part of our Wellness program at Neways International over the past three years that the program has been in place.

Salus Lifestyles and its employees have been efficient, extremely competent, and has excellent rapport with people of all ages. Their communication skills, both written and verbal, are outstanding. We have found them to be consistently pleasant, tackling all of our requests with dedication and a smile.

Besides being a joy to work with, their President, Denise Hall is a take charge person who is able to present creative ideas and communicate the benefits of the training that she provides. She has successfully developed several lunch-time programs for our company that has resulted in better participation.

Denise Hall has worked hard to build genuine relationships with the employees. Her efforts have created a happier and more productive workplace. She is a team player and would make a great asset to any organization. Many of our employees seek her advice and support."

Sincerely,  
Shanna Whiting, Benefits Administrator

### **JC Penney, Houston Texas**

"Thanks for today's stimulating 'Confident Body' presentation. Since I have difficulty finding ways to compliment myself, I returned to my desk with the motivation to write down compliments others give me and build on those qualities that others can see."

- Anna

"Thank you, thank you, thank you! The class was fantastic. I appreciate so very much that my organization offers me these classes. Denise, you are such a motivational person. I love that you are very sincere and truly care about how we all are doing. You have provided us with so much great information."

- Cheri Schmitz

For a strategic analysis of your needs or other information, please contact us directly at [dhall@saluslifestyles.com](mailto:dhall@saluslifestyles.com) or **801 801-656-2717**.



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aspire. desire. become



# PHILOSOPHY

Salus Lifestyles is built on the premise that being healthy is more than just eating right and exercising regularly—it's about feeling good about yourself and ultimately being proud of who you are. Named after the goddess of health and prosperity, Salus provides premium products and services designed to cultivate self respect for both the body and mind. By combining traditional elements of fitness and nutrition with a degree of spunk and originality, Salus delivers a wellness solution proven to help your employees become the person they both aspire and desire to be.

## THE PROBLEM

Today in the United States, 66% of all adults are either overweight or obese, costing companies an estimated 12.7 billion dollars annually. These costs can be attributed to an increase in insurance claims and sick days, as well as a decrease in employee production and efficiency. More and more companies are recognizing this growing trend and are turning to corporate wellness programs for help.

Unscheduled absenteeism or "sick days" cost employers an average of \$610 per employee every year.

*- 2004 CCH Unscheduled Absence Survey, published in The Futurist, November/December 2005*

Between 1998 and 2003, the cost of health care per employee increased from 6.1% to 10.1%, or \$3,817 to \$6,215.

*-R. Shurtz, Benefits Law Journal, 2005*

## THE SOLUTION

In an incredibly competitive business world, it's important that your employees perform at their best. Your employees are your greatest asset, and in order to increase profitability, it's in your best interest to ensure their health and happiness. By implementing the Salus wellness program you will not only witness an improvement in employee morale, but you'll see first-hand a more motivated, productive population who tend to take fewer sick days and visit the doctor less.

A recent study of 10 health plans and 25 disease-management programs found that enrollees in such programs had fewer hospital admissions and emergency room visits and lower health-care costs overall.

*- American Association of Health & Health Insurance Association of America*

In 2002, MEDSTAT of Ann Arbor, Mich., conducted a study sponsored by Johnson & Johnson on that company's employee health and wellness program. The study, which included 18,331 U.S.-based employees, showed an average savings of \$225 per employee per year in medical costs and that Johnson & Johnson averaged a savings of \$8.5 million annually four years after the program began.

*- Occupational Health & Safety, April 2005*

Studies by the University of Michigan and Johnson & Johnson showed the following cost savings:

- **\$269** a year for every employee who progresses from couch potato to fitness enthusiast.
- **\$1,200** a year on employees who reduce their cholesterol levels from 240 milligrams to 190 milligrams.
- **\$177** a year for every employee who goes from obesity (more than 30 pounds overweight) to a healthy weight.

# PRODUCTS/SERVICES

Through industry experience and documented success, Salus offers a wellness program that combines a high-touch series of onsite classes and presentations, with easy-to-use tools that instill a more active, healthy lifestyle. Onsite activities range from yoga classes to feng shui presentations to nutritional eating seminars and cardiovascular workouts. In addition to these activities, employees are assessed twice a year through the BECOME Baseline Testing Program – which measures the fitness level of all participants.

Aside from the onsite services, program members receive meal-planning tools designed to help them eat healthy food when on a budget and in a hurry. And for additional information, motivation and encouragement members receive bi-weekly emails that include healthy articles and recipes as well as the opportunity to interact with a Salus coach via email.



## CORE OFFERING

Salus' core product offering is implemented over a twelve month period and includes the following products and services:

- **Salus People:** Online interactive wellness tool designed to help them live a healthy more active lifestyle
- **Wellness Seminars:** 1 hour, monthly onsite visits from a certified professional
- **Baseline Testing:** 2 full days of assessments, results booklets, staff, equipment, emails providing updates on winners
- **Weekly Emails:** Supports monthly topic and/or onsite event
- **On-site Group Fitness Classes:** A Salus certified professional will conduct group classes
- **Promotional Contest:** Promotional contests peak member interest and provide incentives for living a healthy lifestyle
- **Rewards:** Customized rewards program
- **Marketing Materials:** Emails, flyers, posters, brochures, handouts
- **Job Site Analysis:** Used to define the wellness initiatives and implementation strategy best suited for each organization

Price of Core Product Offering: \$\_\_\_\_\_

## VALUE & ROI

With more than 10 years of experience in the industry, Denise Hall developed

- Experience in creating onsite activities
- Effective training and online coaching strategies
- Worked with several corporations in achieving better health
- Knowing that face to face interaction is the key to the success of each individuals

### Group Success: Client A Case Study

In 2005, the BECOME fitness assessment, with supporting wellness seminars and workouts, was implemented with CLIENT A. Upon program introduction, all employees were asked to take the initial BECOME baseline fitness assessment—a series of quick tests designed to establish each participant's fitness level and where they ranked compared to national standards. In addition, employees were given the opportunity to engage in regular work-site seminars, demonstrations and workouts. After six months, participants who took the initial BECOME assessment were retested. Their results are as follows

- 87 % improvement in overall results (push ups, step test, sit & reach, and BMI)
- 20 % of the participants moved into a lower BMI category
  - Obese to Overweight
  - Overweight to Normal
  - Obese to Normal