

LIGHTNING IN A BOTTLE FOR HEALTH RISK ASSESSMENT COMPANIES



PERSONALIZED

INTERACTIVE

FLEXIBLE

HOLISTIC

My25 is powered by Mainstay, Inc.





is the name of our company



is our core brand

Our experienced team and robust
platforms have been cementing
My25's strategic
B2B partnerships throughout the
U.S. for years.

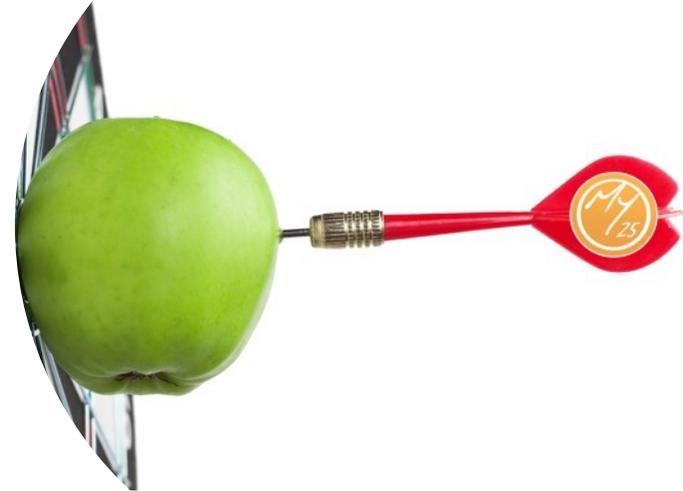


My25 Select, our newest innovation, facilitates clinical health and social determinants of health improvement via web-based/mobile-optimized resources focused on . . .

EATING THE RIGHT FOODS IN THE RIGHT AMOUNTS.

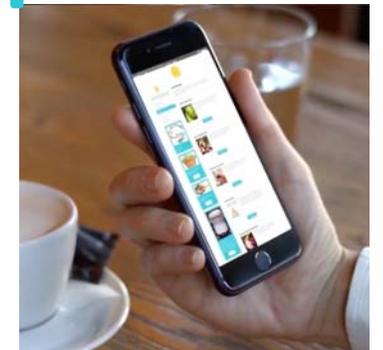
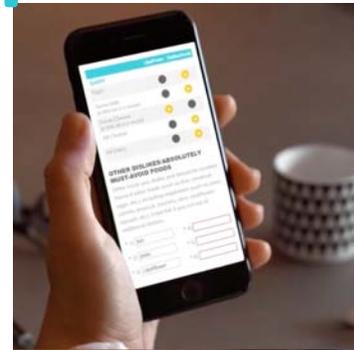
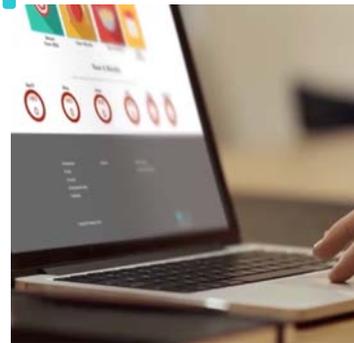
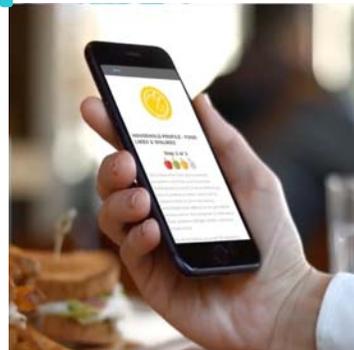


Throughout this brief overview, you'll see how *My25* Select is different from Weight Watchers, risk assessment follow-on recommendations, other online menu/recipe platforms, and fad diets.





My25 Select joins our family of digital resources that have been substantially improving nutrition and health in thousands of households throughout the U.S. Our outcomes are substantial.





Mainstay/My25 is spearheaded by two MBAs with unique and impressive successes in the healthcare and human services industries . . .



a key reason we're such a valuable B2B partner





Our team is made up of preventive health, nutrition, disease management, culinary, business, and technology professionals.



My25's longstanding chef is a graduate of one of the top culinary schools in the U.S.



Our foundational guidelines were built in partnership with the USDA — the United States Department of Agriculture — and via collaboration with professionals from the Feinberg School of Medicine at Northwestern University.





Businesses in your industry subscribe to *My25 Select* for use by their current and prospective customers/stakeholders to



accelerate positive
health outcomes

and



reduce
associated costs





In the process . . . *My25* Select helps to solidify *your* value-add,
differentiation & marketing impact.



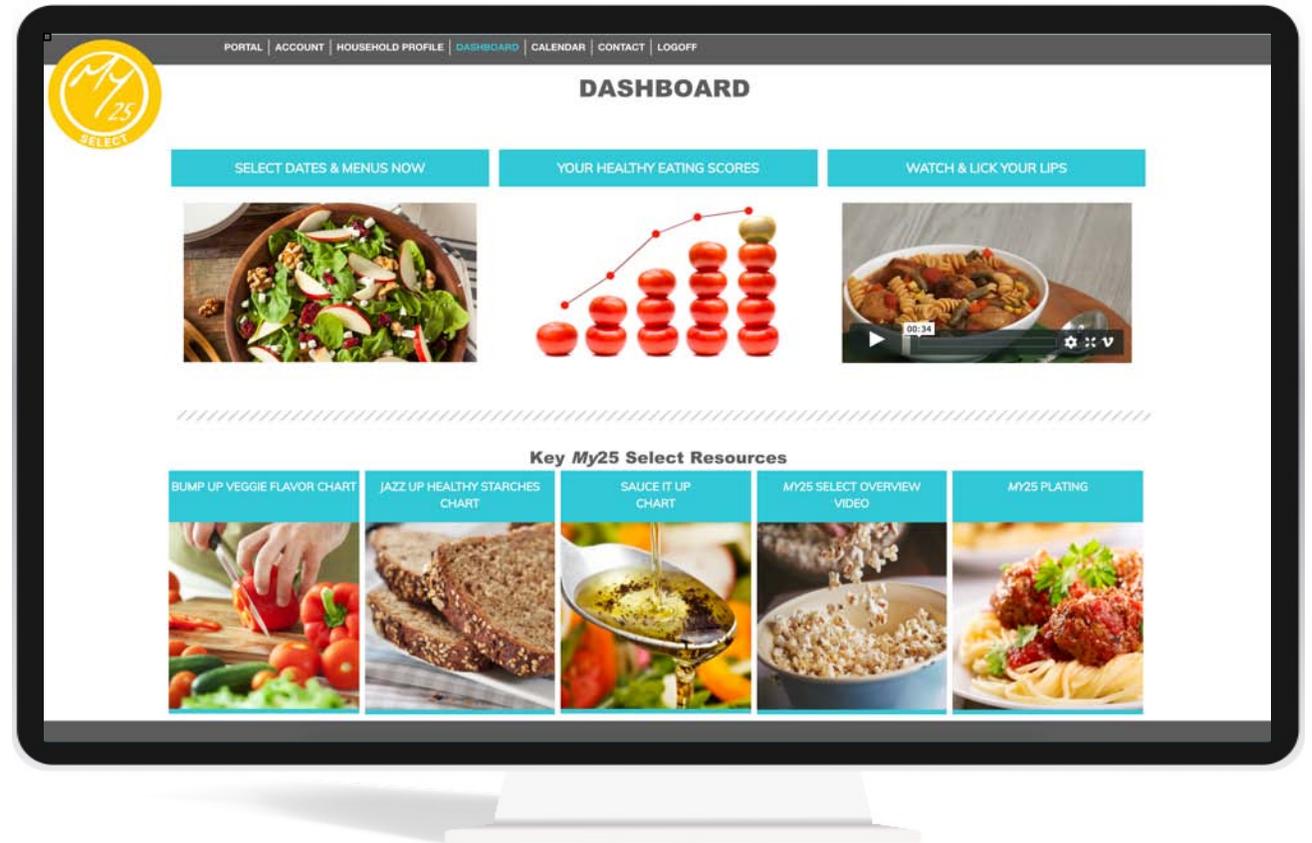
We're often referred to as a downstream solution with upstream benefit.





Food and personalized content related to mealtime invite daily interface.

My25 Select represents a dynamic conduit upon which subscribing organizations strategically amplify engagement, highlight communications, and promote brand.





My25 Select tackles nutrition holistically and interactively, personalizing and scaling for individual and household dietary needs and preferences, no matter how complicated, such as for:



diabetes



hypertension



under and
overweight
conditions



GERD



lactose
intolerance



gluten-free
needs



allergies



and more...





We have a realistic, strategic approach to nutrition habit change that includes budget sensitivity, good taste, ease of preparation, and adherence to . . .



moderation vs. deprivation
rebalancing the plate
The Dietary Guidelines for Americans
that super nutrient: fiber
& whole households eating the same meal
together. . .
nutritiously, affordably & enjoyably





Yes, for the *first time ever* —
household health . . .
because the household dynamic galvanizes
sustainable habit change.

(a household being one person up to
however many)





My25 Select additionally benefits households directly by streamlining mealtime routines and the grocery shopping experience, while reducing the grocery bill.



For years, we've demonstrated that healthy, tasty food doesn't have to cost more or be more complicated to make.





And as frosting on this high-fiber cake . . . we designed and standardized the first-ever metric related to a household's Healthy Eating Scores, useful for planning, motivational, reward-related, and—sometimes—oversight purposes.



YOUR HEALTHY EATING SCORES

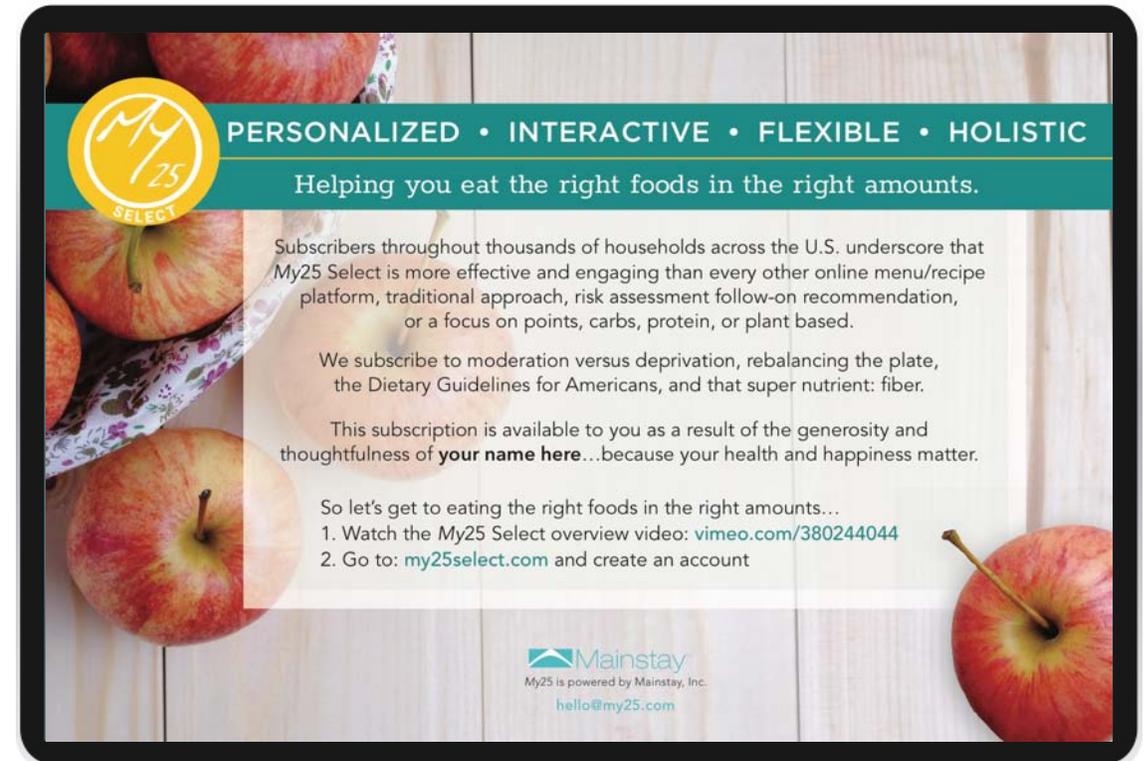
H.E.S. is a dynamic, on-demand performance measurement synergistic with value-based expectations.





My25 Select offers cool raffle prizes on a monthly basis to spur engagement & education.

We also provide our subscribers with marketing ticklers throughout the year that are used to encourage participation.



4 Factors Propel *My25 Select's* Innovation



Your organization is a quality & wellness linchpin that we understand will benefit from adding *My25 Select's* innovative differentiation to your offerings.



Nutrition is the key driver behind clinical health and the primary social determinant of health.

When you eat well and are therefore healthy, you're more likely to excel at the day to day; engage in fruitful endeavors with friends, family and the community; and pursue physical activity.





Approximately two thirds of the U.S. population have a BMI outside the normal range and about one half of the population is predicted to be obese within the next decade . . . largely as a result of eating the wrong foods in the wrong amounts.



Associated, costly and debilitating chronic conditions such as diabetes and hypertension are similarly escalating, along with expensive medication usage and acute care needs.





Status quo options regarding nutrition habit change clearly haven't been effective on a broad basis.

This is true whether traditional approach, risk assessment follow-on recommendations, or a focus on points, carbs, protein, or plant based.





My25 Select is changing up same-old, same-old.

We're unabashedly
outcomes driven and focused
on sustainable habit change
and catapulting your
business forward.



It matters that we love
what we do.



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Watch *My25 Select* in Action: vimeo.com/380244044

hello@my25.com

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