The American Institute for Preventive Medicine helps organizations create a thriving, happy, healthy place to work.
HealthyLife® Division

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**Brokers, TPA’s & Wellness Consultants:**
You can offer our products and services to your clients!

Prices listed are subject to change without notice.

---

WellWarehouse™ Division

**The AIPM Advantage:**

- **36 Years of Experience:** Since 1983, we have provided high quality services and products to all types of organizations.
- **URAC Accreditation:** We were one of the first five companies to be URAC Accredited for Comprehensive Wellness.
- **Proven Return on Investment:** Many independent studies of our services have demonstrated significant reductions in health care costs and absenteeism.
- **Medically Reviewed:** All of our products go through an extensive clinical review process.
- **Award Winning:** Our programs and products have received national awards, including those from the National Health Information Awards Program, Centers for Disease Control and Prevention, and U.S. Department of Health and Human Services.
- **Customization Options:** We offer many customization options, including developing a custom product to fit your needs.

www.facebook.com/americaninstituteforpreventivemedicine
www.twitter.com/workingwellblog
HealthLife® Division:

Health Management Programs

Our programs, grounded in the latest behavior change science, produce tangible results. We can design and implement a complete wellness program or provide individual components to enhance what you are currently doing.
Total Health Program

A Comprehensive, Cost-Effective, Wellness Solution

The Total Health™ Program is designed for organizations that are serious about improving the health of their population. It is unique in its ability to engage both low risk and high risk participants in one results-based, best-practice program. Best of all, this program is great for any sized organization!

The CALMER² Model to Health Management

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</table>

* Printed versions available for newsletter and Healthier at Home® self-care books.

Call for details and pricing.

aipm@healthylife.com

HealthyLife.com

800.345.2476
Technology should simplify your life, not make it more complicated. The HealthyLife® portal makes bringing your wellness program online a breeze. We can extend as much or as little administrative functionality as you are comfortable with. Oh, and your employees, they will love it.

FEATURES INCLUDE:
- HRA
- Physician Forms
- Biometrics
- Health Challenges
- Incentives
- Health Library
- Appointment Scheduling
- Event Calendar
- Fitbit & Device Integration
- Social Media

YOUR OWN APP
Just like the portal, the coinciding mobile app is customized for your organization. Your branding, content, and programs are also available on the go!

Call for details and pricing.

SCHEDULE A DEMO!
HealthyLife.com/demo
Health Challenges

Engage employees with the most entertaining wellness initiative around – themed health challenges.

ALL CHALLENGES HAVE A MOBILE APP!

Choose from 48 CHALLENGE OPTIONS!
Or create your very own custom challenge!

Challenges can be team or individual. You pick the dates. We take care of all I.T. work.

TOPICS INCLUDE:
- Physical Fitness
- Weight Loss
- Tobacco Cessation
- Stress Management
- Flu Prevention
- Nutrition
- Cardiovascular Health
- Dental Health
- Cancer Awareness
- Bone Health
- Brain Fitness
- Global Sustainability
- Sleep Enhancement
- Shift Work
- Financial Wellness

aipm@healthylife.com
HealthyLife.com 800.345.2476

[Images of digital devices displaying health challenge interfaces]
HealthyLife® Assessment

This Health Risk Assessment is simple for your participants to complete, but complex in its underlying branching logic. Answers to the questions create a remarkably accurate final report tying behaviors to risks, and providing unique recommendations for improvement. From the employer standpoint, our HRA can be customized in ways that are like no other tool of its kind. You have the ability to add or remove questions and even customize the information delivered in the reports.

• Create your own health risk assessments, surveys, questionnaires
• Branch logic and weighted risk formulas
• Drive individuals to appropriate programs based on risk stratification
• Links to biometric data
• Upload previously captured HRA data
• Cohort support for multi-year comparisons
• Real-time reporting for user and administrators

2 formats available:
Paper #2740
Online #2741
Also available in Spanish

Actionable HRA™

Quick, affordable, actionable. This is a different approach to the traditional HRA. Each question is well thought out and tied to a specific action item. The goal is not only to assess health, but motivate change with easy action steps. It takes much less time to complete than a formal HRA, vastly increasing participation rates. Customization options are plentiful:

• Add logos
• Add images
• Add content
• Add links to existing resources
• Add unlimited number of questions
• Customize Individual Report

#2740z
Available in both English and Spanish.

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Which one is best for your organization?
Health Coaching

Participants are given unlimited access to their health coach.

Our coaching combines two approaches to achieve better outcomes. Our coaches are trained in both motivational interviewing and behavior modification to maximize results. This unique combination allows our coaches to engage participants at a higher rate than using one technique by itself.

WHAT MAKES AIPM HEALTH COACHING UNIQUE?

- Dedicated account management
- Online, telephonic, and onsite enrollment options
- Complete marketing package
- Unlimited inbound coaching
- 24/7 inbound coaching
- Participant kit
- Communication materials
- Access to HealthyLearn® Library

ACA COMPLIANCE

Our health coaching can be offered as a reasonable alternative.

More than 90% of individuals ask to speak with an AIPM Health Coach

Call for details and pricing.
Tobacco Cessation

Despite the education available, tobacco use continues to be a major public health and workplace issue. The bottom line is quitting isn’t easy, and we understand that. The Smokeless® program has been helping people quit tobacco, and stay quit, for over 30 years.

Smokeless®

_The Tobacco Cessation Program That Works!_

A positive, proven approach to breaking the smoking/tobacco habit. Smokeless® is a highly effective, multiple-treatment program that teaches the necessary skills to achieve abstinence from smoking permanently. It’s helped over 1 million people quit.

Smokeless® is different because the program never actually ends. The behavior change techniques can be employed for a lifetime and that’s why our quit rates remain high, even years down the road.

Smokeless® is the absolute easiest program for you to implement, that’s because we’ve already taken care of all the details:

1) Dedicated enrollment website & phone number
2) Participant kit and shipping to individual homes
3) Marketing materials customized with your logo
4) Seven scheduled calls
5) Unlimited inbound calling
6) Health Library available to participants

_Available in the following formats:_

- Telephonic Coaching
- Group Classes
- Self-Help Kit
- Webinar
- Online

Call for details and pricing.

烟雾戒烟——可作为合理的替代方案

Smokeless® can be offered as a reasonable alternative to your tobacco surcharge.

Smokeless Online

#1343

Smokeless® Emergency Pack

The ideal tool for the person trying to quit. The pack contains oral and manual substitutes and a wallet card with 58 Urge Tamers™. #1350

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<td>100+</td>
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10
800.345.2476
HealthyLife.com
aipm@healthylife.com
Stress Management

What if there was a proven, cost effective way to help employees manage their stress?

Systematic Stress Management™
The Proven Way to Relax and Increase Productivity
Allows you to reduce your own level of stress by helping your employees manage theirs. Just imagine the increased productivity and reduced absenteeism from a less stressed workforce.

Using the proven methodology found in our other health coaching programs, Systematic Stress Management™ allows employees to regain control of their lives and finally, learn to live with a healthy amount of stress.

Available in the following formats:
• Telephonic Coaching
• Group Classes
• Self-Help Kit
• Webinar
• Online

Call for details and pricing.

40% of US workers report their job is very or extremely stressful. (NIOSH, 2015)

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<th>Systematic Stress Management™ Online</th>
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Call for imprinting options.

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aipm@healthylife.com
HealthyLife.com
800.345.2476
Weight Loss & Nutrition

2 Totally New Programs to Meet Your Needs

Millions of Americans are overweight or obese. Although the problem is similar across populations, the ways in which the HealthyLife® Weigh and DIET FREE Programs help individuals lose weight are like no other. Each program teaches behavior change and lifestyle strategies to ensure a healthier lifestyle for not only the individual but their entire family.

HealthyLife® Weigh

*Gain Control for Good*

Gain control, lose weight, and improve health habits for good with HealthyLife® Weigh. Powerful behavior modification techniques, easy eating plans and tailored exercise regimens are all part of this versatile, effective weight loss program. Talk to our toll-free counselors any time. They’ll answer your questions and keep you motivated.

Available in the following formats:
- Telephonic Coaching
- Group Classes
- Self-Help Kit
- Webinar
- Online

Call for details and pricing.

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<td>50+</td>
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Call for imprinting options.
Weight Loss & Nutrition

DIET FREE
A Totally New Approach to Weight Loss and Nutrition
Your employees will be motivated... entertained... and changed forever. DIET FREE is:

• A highly inspirational 10-week nutrition and exercise lifestyle program.
• Centered around ten 30-minute weekly “movies” featuring dietitian/comedian Zonya Foco, RD.
• The video seminars can be viewed in live class formats that you lead or viewed individually via web portal.
• Turn-key to promote and facilitate.

Available in the following formats:
• Telephonic Coaching
• Group Seminar
• Self-Help Kit
• Online

Call for details and pricing.

Lickety-Split Meals
For Health-Conscious People On The Go!
Eat smart and lose weight with this 400-page “countertop coach” cookbook which includes:

• 175 nutritious versions of family favorites
• Meals made in 1, 5, 15 and 30 minutes
• Built-in easel for cooking-at-a-glance
• Easy step-by-step recipe layout
• Motivating educational tips throughout
• Nutrition information for every recipe
• Complete shopping list and menu planner

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aipm@healthylife.com    HealthyLife.com    800.345.2476
Sleep Enhancement

Wake Up to What Poor Sleep Costs Your Company

- 60 percent of American adults report having problems with sleep.
- The risk for diabetes, heart disease, stroke, obesity, and other health problems increases with sleep deprivation.
- Fatigued workers are 70% more likely to have an accident at work.
- Sleep deprivation costs U.S. companies more than $63 billion each year, which equates to $2,280 per sleep-deprived employee each year.

(Source: Harvard Medical School).

HealthyLife® SleepWell®
A Program to Enhance Sleep
SleepWell® is a structured program designed to prevent and minimize issues with poor sleep. It teaches individuals how to modify factors that may damage sleep and reduce daytime energy, focus, and productivity. Participants will learn how to develop healthy lifestyle habits, create an environment conducive to quality sleep, and manage daily stress. Guidelines are based on the latest research on sleep enhancement and cognitive behavioral therapy strategies.

SleepWell® also addresses shift workers, as these individuals face unique challenges to a traditional sleep schedule.

Available in the following formats:
- Telephonic Coaching
- Group Classes
- Self-Help Kit
- Webinar
- Online

Call for details and pricing.
Mobile App

Take the best in health and wellness on the go!

HealthyLife® Mobile
Provide our standard app or customize your own with our easy to use widget system. Your employees only see the unique content you’ve chosen for your organization.

STANDARD APP WIDGETS:
• Healthier at Home®
• Health-Tip-A-Day
• Ask the Coach
• Ways to Well-Being®
• Health Video Clips

ADDITIONAL APP WIDGETS:
• HealthyLife® Newsletter
• Wellness Calendar
• Health Poster Library

Contact your wellness consultant to learn more about new widgets.

Call for details and pricing.

Available on iPhone and Android

Wellness Newsletter
Health-Tip-A-Day
Ask the Coach
Health Poster Library
Health Library

All of the content you’d expect delivered on a site so user friendly you may never go anywhere else for health information.

It’s Like Having a Well-Being Communication Department on Your Desktop

HealthyLearn®
HealthyLearn® covers over 2,000 health topics, with more being added. It never seems to overwhelm. Each article is laid out in an easy-to-follow format and includes an attractive print-on-demand PDF.

HealthyLearn® Includes:
- Online Clinic
- Symptom Checker
- Ask the Coach
- A to Z Encyclopedia
- Living Healthy
- Rotating Health Tip-of-the-Day
- Health News
- Family Life
- Women’s & Men’s Health
- Mental Health
- Safety
- Wellness & Disease Management
- Pain Management
- Tobacco Cessation program
- Stress Management program
- Weight Loss & Nutrition program
- Sleep Enhancement Program
- Health Trackers
- Health Posters
- Health Videos
- Health Risk Assessment (optional)
- Monthly Newsletter (optional)

2 Ways to Use:
- Allow everyone to access the Well-Being Hub
- HR staff, wellness coordinators, coaches, nurses, etc. can print or email the content with the Communication Engine™ feature.

2 Delivery Options:
- Hosted website. Leave all the IT work to us. We will provide you with a link to post on your website. Numerous branding options are available.
- Add to your website. We can easily incorporate the HealthyLearn® into your existing portal.

Call for details and pricing.
Benefits of HealthyLearn®:

- **Well-Being Focus** – Addresses healthy living, financial wellness, emotional health, family life, medical conditions, medical care, safety, and first aid.
- **Online Clinic** – Helps people know when to contact the doctor or ER versus using self-care at home.
- **Comprehensive** – Over 1500 health topics with more being added.
- **Healthy People 2020** – Helps meet the objectives.
- **Mobile Accessibility** – For smartphone use.
- **Attractive Layout** – Provides easy navigation.
- **Branding** – The portal and every article has your name and logo.
- **Unique Print on Demand** – Download content with graphics and illustrations for attractive “take homes” or emails.
- **Ask the Coach Feature** – Responses within 24 hours make the Hub interactive.
- **Fresh and Relevant Content** – New content on your website will peak people’s interest.
- **Real-time analytics** – Know what people are accessing.
- **Complete promotional campaign** – Increases engagement.
- **Custom company-specific information** – Add or remove content.
- **IT Support** – Implementation is seamless.

HealthyLearn® for Students for Colleges & Universities also available.

3 Levels to Choose From

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<td>Silver</td>
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<td>Gold</td>
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<td>Platinum</td>
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Call for details and pricing.
HealthyLearn®
Communication Engine

For HR & Wellness Managers

It’s Like Having a Wellness Communication Department on Your Desktop

Designed for HR, wellness managers, coaches, nurses, etc. Access content by topic, product type, and national health observances. Drive content to your population by emailing or printing articles.

See page 16 for more information.
Onsite Worksite 
Well-Being Coordinator

Let us place one of our Onsite Wellness Coordinators at your company to provide a comprehensive well-being program. They can be there full-time or part-time, depending on your needs.

Some of the roles of the Onsite Coordinator are as follows:

- Assesses the needs, culture, management, and employee concerns of the worksite to develop a delivery plan and implementation schedule.
- Coordinate program promotion including development and distribution of engagement materials.
- Responsible for the day-to-day delivery of established programs.
- Work with client’s management team and, if applicable, union representatives to obtain their commitment to and active support of the well-being program and its activities.
- Establish a network of wellness ambassadors throughout the company.
- Plan, coordinate, and conduct management and employee orientations.
- Plan, coordinate, and administer health screenings (if applicable).
- Develop and facilitate educational programs such as courses, health fairs, lunch & learns, “stop-by” tables, special events and other on-site programming.
- Coach employees on various health issues.
- Provide monthly reports to the Client on activity, evaluation, and future plans.
- Monitor expenditures to assure spending is within budget.

Call for details and pricing.
WellWarehouse™ Division:

Well-Being Products

Our award-winning products educate, motivate, and most importantly, change behavior. They are packaged in novel ways to enhance engagement and keep your program fresh.
Calendars
Provide a Daily Dose of Health®

Wall Calendars
Make every office or home a center of well-being with an attractive wall calendar that your employees use year-round. Provides action steps on how to be both happy and healthy and includes national health observances. Easy to add your logo or a special message. Size: 8-1/2” x 11”. #4704

UNLIMITED CUSTOMIZATION OPTIONS:
• Name, logo & message
• Special dates throughout
• Front and inside covers
• Photos of employees
• Completely new calendar - let us develop one from scratch.

Pocket Calendars
Take your wellness program with you wherever you go! Plan daily activities, record medical information, and keep care provider contact information close at hand. Fits easily into a pocket or purse. Protect your calendar with optional vinyl sleeve. Size: 3-3/4” x 6-1/2”. #4705

FREE:
Receive the Health@Mails® ToolKit with your calendars.

Custom Calendars
Let us develop your own unique custom calendar in 3 easy steps!
Visit: www.healthylife.com/CustomCalendar

Step 1: Select the monthly topics.
Step 2: Select the photos or send us your own.
Step 3: Select the dates you want to customize.

FREE:
Receive the Health@Mails® ToolKit with your calendars.

Call for discounts on early orders.

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<td>100+</td>
<td>Call</td>
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</tbody>
</table>

Call for imprinting options.
Each issue features readable and practical articles on self-care, healthy eating, staying fit, and family wellness. Our printed full-color newsletters can be bulk shipped or delivered directly to homes. Also available in an interactive digital format that can be emailed or posted on your company website.

**REGULAR FEATURES INCLUDE:**
- Self-Care Corner – How to take better care of yourself.
- Medical Updates – Communicating better with your provider.
- Health Tips – Helpful health information.
- Eating Healthy – Weight loss and nutrition.
- Featured Recipe – Prepare a healthy meal.
- Be Fit – How to exercise safely.
- Family Life – Enhancing health at home.
- Work Life – Enhancing wellness at work.
- Success Over Stress – Managing stress for better health.

**3 formats available:**
- Paper
- Electronic
- Mobile

**3 sizes available:**
- 2 pages
- 4 pages
- 8 pages

Electronic & mobile formats include audio and video clips.

**CUSTOMIZATION OPTIONS:**
- Logo
- Masthead
- Custom articles
- Totally custom newsletter

---

**Studies show that over 95% of all wellness program members are interested in receiving regular information on wellness topics.**
Medical Self-Care

A higher R.O.I. than any wellness intervention because it helps employees avoid unnecessary doctor and E.R. visits.

Healthier at Home® Self-Care Book
Presented in an easy to read, step-by-step format, it provides up-to-date information on over 300 health topics, with full color illustrations and photos.

Nurse Advice Line
Available 24/7, experienced registered nurses accurately identify needs and level of urgency for callers seeking medical care or information. Includes an audio health library of 2200 topics.

Healthier at Home® Online
Covers hundreds of health topics but never seems to overwhelm. Each article is laid out in an easy-to-follow format.

Healthier at Home® Mobile App
This App allows your population to check symptoms and look up medical conditions right from the palm of their hands. Available for iOS and Android devices.

Wellness Newsletter
To continually promote use of the program, we provide a monthly, 8 page e-letter. It provides valuable wellness information. Printed version is also available.

Evaluation
Quarterly reports demonstrate employee/member use of the nurse advice line, reasons for the calls, and triage diversion savings. An annual report evaluates the Healthier at Home® self-care guide and its Return on Investment (ROI).

Since your employees access health information in different ways, the program consists of print, telephonic, and online information.

PROGRAM COMPONENTS:
• Healthier at Home® Self-Care Book
• 24/7 Nurse Advice Line
• Healthier at Home® Online
• Healthier at Home® App
• Wellness Newsletter
• Promotional Campaign
• Evaluation

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1 Pricing includes welcome kit, imprinted self-care book, imprinted newsletters and use of the nurseline by employees' entire household. Shipping and handling of materials is extra.
2 Nurseline alone pricing includes the welcome kit and health information library and use by employees' entire household.
3 One time setup fee is $500.

Healthier at Home® Medical Self-Care Program
Guaranteed to Reduce Costs
A wellness program without medical self-care is simply missing the boat. Why? Because empowering employees to make better health care decisions isn’t just going to save the company money, it’s going to save the employee money, and potentially their life.

The Healthier at Home® Medical Self-Care Program consists of a number of components that effectively help employees/members make better health care decisions.
Self-Care Books

Healthier at Home®
- Has set the standard for self-care guides
- Trusted by millions of families and thousands of organizations
- Easy to read, non-technical, step-by-step instruction
- AIPM’s most complete guide with over 300 topics and 325 illustrations and photos
- Full color throughout
- 416 pages
#2189

“Our employees’ feedback on the Health at Home® books has been extremely positive. Thanks for such a great guide.”
Margaret Hubbard, RN, COHN-S, Sara Lee, Martinsville, VA

Healthier at Home® Online
Available for desktop, tablets, and mobile phones. #2168

| Family Health |  
|------------------|------------------|
| **Quantity** | **Healthier at Home® (2189)** |
| 1-9 | $21.95 |
| 10-99 | $9.59 |
| 100+ | Call |

Call for imprinting options.
Self-Care Books

Health at Home®
• Cost conscious alternative to Healthier at Home®
• Over 250 health care topics
• 2 color inside
• 384 pages
#2172

HealthyLife® Self-Care
• Compact & lightweight for travel or handy reference
• Easy to follow advice for the 50 most common health problems
• Full color throughout
• 5th grade reading level
• 96 pages
#2145

Health at Home® Lifetime
Self-Care & Wise Health Consumerism for Mature Adults
Help seniors, retirees and Medicare recipients live fuller, healthier lives with the most comprehensive seniors’ self-care guide available. Full color, 200+ illustrations. Large print. 432 pages. #2183

“We have been truly pleased with the content and easy-to-use format of Health at Home®. These guides are extremely valuable resources for our community residents to equip them with the tools and skills needed to make wiser health care decisions.”

Shannon Owens,
Director of Community Health Alliance,
United Way of Greenville County, SC

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Call for imprinting options.
Targeted Self-Care Books

**Women’s Self-Care Guide**
Covers breast cancer, eating disorders, fibroids, menopause, PMS, osteoporosis, urinary tract infections, and more.
80 pages. #2151

**Prenatal Self-Care Guide**
Addresses common problems pregnant women experience. Helps determine when to use self-care and when to seek medical attention. 96 pages. #2161

**Children’s Self-Care Guide**
A Parent’s Answer Book
Allows parents to quickly identify 26 common health problems and follow a treatment plan. 88 pages. #2148

**Students’ Self-Care Guide**
*Take Charge of Your Health*
Addresses common health problems faced by students age 14-24, including safety and lifestyle issues. Adaptable for faith-based schools. 96 pages. #2186

All books are available electronically.
Manage Your Pain
A practical resource for effectively relieving and controlling pain. Addresses the most common types and causes of pain.
• Helps you identify and describe your pain
• Learn when pain requires medical care
• Know when pain can be managed with self-care
64 pages, #2146

A Year of Health Hints
365 Ways to Feel Better and Live Longer
Offers a smart stay-healthy tip a day on diverse topics such as how to lose weight, manage stress, stay fit, travel safely, and be a wise health care consumer. Engaging and easy to read. 374 pages. Only available electronically or as a custom order. #2840

Achieving Mental Well-Being
For Your Whole Health
Identify symptoms and determine the best course of treatment for common mental health issues including anger, fears, depression, and stress. 96 pages. #2147

Targeted Self-Care Books

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Call for imprinting options.
101 Ways to Well-Being®

Move from Wellness to Well-Being

Your employees will love this uniquely styled book that contains 101 topics in a newsletter-styled format. Each one-page article presents just the right amount of information on important ways to live well. It could become your most popular coffee-table book. Available both in print (Size: 8.5” x 11”, 112 pages) and electronically (with video & audio clips.) #2192

TOPICS INCLUDE:
• Fitness
• Healthy Eating
• Weight Control
• Emotional Health
• Social Health
• Community Health
• Stress Management
• Safety
• Substance Use & Abuse
• Fiscal Health
• Illness Prevention

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Call for imprinting options.

Safe at Home™

Your “Do This, Not That” Picture Guide

A picture is worth a thousand words. See and read ways to keep you and your family safe in your home. This 64-page guide provides tips to prevent the most common injuries in the home. #2193

TOPICS INCLUDE:
• Falls Prevention
• Fires & Burns Prevention
• Poison Prevention
• Choking & Suffocation Prevention
• Drowning Prevention
• Medication Safety
• Child Safety
• Home Security

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Call for imprinting options.
HealthTrackers®

Stay on track with these pocket-sized booklets. (Size: 3-3/4” x 6-1/2”)

HealthTracker®
Track, evaluate and improve vital areas of health with a convenient pocket-sized booklet. 48 pages. #2202

WalkWell™ Tracker
Employees can begin and maintain a walking program for good health. Provides an easy way to track walking steps or distance, health goals, and weight for 52 weeks. 48 pages. #2206

HealthySavings™
Help employees save money and become wiser health care consumers. 101 tips to save hundreds of dollars a year on doctor visits, medications, surgery, eye and dental care, and much more. 48 pages. #2205

Eating & Exercise Tracker®
List and learn how much you eat and exercise. Practicing portion control and being more active can make it easier to achieve weight loss goals and improve health habits. 64 pages. #2207

Being a Wise Consumer™
Know your patient rights, save money and take the mystery out of hospital stays, medical procedures, medications, communicating with providers, and more. 48 pages. #2142

ER Do’s & Don’ts/First Aid WiseGuide®
Teaches consumers when and how to use the emergency room. Flip it over for a handy first aid guide. 48 pages. #4600

Quantity
1-9 $4.95
10-99 $3.79
100+ Call

Tracker® Lucite Display: $39 each

1 Add $.08/copy for vinyl sleeve.
2 Add $.05/copy for sleeve assembly.

Call for imprinting options.
Permafold® Guides

Your first source for health education, in a format that lasts.

WHAT IS A PERMAFOLD®?
Permafolds are 12-panel health guides printed on durable material to last a lifetime. Permafolds are kept and shared with the family, giving repeated exposure to your name and logo.

ACCURATE AND UP-TO-DATE
Each Permafold is reviewed by prominent physicians, health professionals, and the senior advisory board of the American Institute for Preventive Medicine.

APPROPRIATE READING LEVEL
Permafolds are written at a simplified reading level with large print and color photographs. Information is presented in a bulleted, easy-to-read format. They appeal to people from all walks of life.

CUSTOMIZATION OPTIONS
Display your name, logo, and other information prominently. We can also develop a custom Permafold to meet your needs.

COMPLETE FULFILLMENT
Direct mail to employee’s homes. We’ll handle everything: cover letters and envelopes, assembly and bulk mail by zip code for the best postal rate.

SPANISH TITLES
A number of Permafolds are available in Spanish, with more to come.
PERMAFOLD® – WELLNESS TOPICS

#4361 Alcohol & Drugs
What You Need To Know

#4390 Childhood Obesity
What You Need To Know

#4357 Cholesterol
What You Need To Know

#4364 Dental Health
What You Need To Know

#4373 Fitness
What You Need To Know

#4371 Healthy Eating
What You Need To Know

#4355 Healthy Eating
What You Need To Know

#4374 Medications
What You Need To Know

#4376 Success Over Stress
What You Need To Know

#4375 Tobacco Cessation
What You Need To Know

#4377 Weight Control
What You Need To Know

#4389 Are You Ready to Change?
What You Need To Know

Available in Spanish
**Lucite Display**
Display your Permafolds® in this attractive holder (holds 6 titles). $39
#4397

**Permafold® Station**
Order 500 or more Permafolds® and receive one Lucite display for free.

：“Over the course of 20 years, we have purchased both standard products as well as worked hand in hand with AIPM in creating custom products to address particular needs. In each engagement, AIPM exceeded our expectations in product content, quality, and effectiveness as witnessed by numerous times we receive unsolicited positive comments from our members!!”
– Randy Stoughton, President, Compass Rose Benefits Group; Herndon, VA

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Call for imprinting options.
Spanish titles are printed on glossy paper in 2 colors. Call for pricing.
Infofold®

Brochures

WHAT IS A INFOFOLD®?
Infofolds® are 8-panel health guides printed on glossy paper. Each Infofold® is reviewed by prominent physicians, health professionals, and the senior advisory board of the American Institute for Preventive Medicine.

APPROPRIATE READING LEVEL
Infofolds® are written at a simplified reading level with large print and color photographs. Information is presented in a bulleted, easy-to-read format. They appeal to people from all walks of life.

CUSTOMIZATION OPTIONS
Display your name, logo, and other information prominently. We can also develop a custom Infofold® to meet your needs.

COMPLETE FULFILLMENT
Direct mail to employee’s homes. We’ll handle everything: cover letters and envelopes, assembly and bulk mail by zip code for the best postal rate.

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Call for imprinting options.
POSTERS
Engage employees and create visibility for your wellness program with bold, eye-catching, and quick-to-read posters. Perfect for lunch rooms, lounges, water coolers and hallways. Each one corresponds to a national health observance. Poster frames also available.

TAKEAWAYS™
Reinforce your message with a corresponding TakeAway™ flyer for employees to take and display at their work station or at home for the whole family to see. 8.5” x 11.”

ELECTRONIC
License PDF files of the posters for use in emails or on websites.

On the Road Series (Poster Size: 13” x 19”)

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ON THE ROAD TO
Better Nutrition
Better Relationships
Better Fitness
Better Sleep
Better Planning
Better Aging
Better Breathing
Better Mental Health
Better Disease Prevention
Better Community Service
Better Heart Health
Better Health Care

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*Customization & imprints also available. Call for details.
WELLTHIER BY THE DOZEN™ SERIES
Manage Weight
Control Blood Pressure
Fitness
Cold & Flu Defense
Color Your Diet
Dental
Diabetes
Stress
Healthy Holidays
Portion Control
Cholesterol
Eye Health

HEALTHYLIFE® SERIES
Weight Control
Be Physically Active
Eat for Good Health
Manage Stress
Healthy Sleep Habits
Home Safety Checklist
Healthy Travel Checklist
Get Needed Vaccines
Control Your Cholesterol
Be Tobacco-Free
Control Your Blood Sugar
Use Alcohol Wisely
**Inspirational Series (Poster Size: 13” x 19”)**

- Poster: #5035 | TakeAway: #5145
- Poster: #5034 | TakeAway: #5144
- Poster: #5038 | TakeAway: #5147
- Poster: #5037 | TakeAway: #5143
- Poster: #5036 | TakeAway: #5146
- Poster: #5042 | TakeAway: #5151
- Poster: #5045 | TakeAway: #5154
- Poster: #5039 | TakeAway: #5148
- Poster: #5043 | TakeAway: #5152
- Poster: #5041 | TakeAway: #5150
- Poster: #5044 | TakeAway: #5153

**Healthy Living Series (Poster Size: 13” x 19”)**

- Poster: #5048 | TakeAway: #5155
- Poster: #5047 | TakeAway: #5156
- Poster: #5050 | TakeAway: #5159
- Poster: #5051 | TakeAway: #5160
- Poster: #5052 | TakeAway: #5161
- Poster: #5053 | TakeAway: #5162
- Poster: #5054 | TakeAway: #5163
- Poster: #5055 | TakeAway: #5164
- Poster: #5056 | TakeAway: #5165
- Poster: #5057 | TakeAway: #5166

**INSPIRATIONAL SERIES**
- Time Management
- Fruits & Veggies
- Healthy Food Choices
- Stress Relief
- Blood Pressure
- Fitness
- Safe Travel
- Healthy Lifestyle
- Healthy Sleep
- Mental Health
- Preventing Diabetes
- Family Health

**HEALTHY LIVING SERIES**
- Be Involved in Your Health Care
- Strive for a Healthy Weight
- Eat Wisely
- Limit Alcohol
- Be Physically Active
- Be Safe
- Control Diabetes
- Get a Flu Vaccine
- Protect Yourself from Hepatitis C
- Screening Tests
- Be Tobacco Free
- Manage Stress

aipm@healthylife.com  HealthyLife.com  800.345.2476
This or That Series (Poster Size: 13” x 19”)

Poster: #5061  |  TakeAway: #5167  
Poster: #5062  |  TakeAway: #5171  
Poster: #5063  |  TakeAway: #5175  
Poster: #5064  |  TakeAway: #5179  
Poster: #5065  |  TakeAway: #5183  
Poster: #5066  |  TakeAway: #5187  
Poster: #5067  |  TakeAway: #5191  
Poster: #5068  |  TakeAway: #5195  
Poster: #5069  |  TakeAway: #5199

Safety Series (Poster Size: 13” x 19”)

Poster: #5071  |  TakeAway: #5177  
Poster: #5072  |  TakeAway: #5178  
Poster: #5073  |  TakeAway: #5179  
Poster: #5074  |  TakeAway: #5180  
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Poster: #5077  |  TakeAway: #5183  
Poster: #5078  |  TakeAway: #5184  
Poster: #5079  |  TakeAway: #5185

THIS OR THAT SERIES
Walk or Run  
Mediterranean or Paleo  
Peanut or Almond  
Resistance or Cardio  
Transcendental or Mindfulness  
Supplements or Supper  
Conventional or Organic  
Vegetarian or Vegan  
Sweetener or Sugar  
Frozen or Fresh  
Nic or No  
Drugs or Therapy

SAFETY SERIES
Medication Safety  
Weight Loss Safety  
Food Safety  
Child Safety  
Sports Safety  
Driving Safety  
Sun Safety  
Travel Safety  
Work Safety  
Flu Protection Safety  
Home Safety  
Holiday Safety
Ways to Wellness Series (Poster Size: 13” x 19”)

WAYS TO WELLNESS SERIES
- What Are Your Goals?
- How to Lose Weight
- Eat Smart
- Drink More Water
- Get Fit
- Smile, Laugh, Enjoy
- Spread the Word – Vaccines
- Health Care
- Follow Me
- Quit Smoking
- Just Relax

Vitality Series (Poster Size: 13” x 19”)

VITALITY SERIES
- Control Portions
- Keep Your Blood Pressure in Check
- Bone Up on Calcium & Vitamin D
- Salt Can Shake Up Your Health
- Deal with Bullies
- Take Steps to Prevent Skin Cancer
- Pick & Pack a Healthy Lunch
- It’s Wise to Immunize
- Stretch to Ease Stress
- Is it Cold or the Flu
- Avoid Secondhand Smoke
- Drink Responsibly
Posters & TakeAways™

Grow Stronger (Poster Size: 13” x 19”)

**GROW STRONGER SERIES**
- Be Winter Active
- Be Smart with Medications
- Fuel Up with Breakfast
- Prevent Falls
- Take a Break for Health
- Stay Sun Safe
- Drink More Water
- Keep Track
- Avoid Food Poisoning when Eating Out
- Reduce Risk for Type 2 Diabetes
- Quit Tobacco
- Digitally-Aware

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Poster: #4913  
TakeAway: #5228

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TakeAway: #5229

Poster: #4915  
TakeAway: #5230

Poster: #4916  
TakeAway: #5231

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TakeAway: #5232

Poster: #4918  
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Poster: #4919  
TakeAway: #5234

Poster: #4920  
TakeAway: #5235

Poster: #4921  
TakeAway: #5236

Poster: #4922  
TakeAway: #5237

Poster: #4923  
TakeAway: #5238
HealthyLife® Handouts

Posters, Flyers & Articles to Enhance Employee Health

Now you can license a series of attractive and informative handouts to enhance your health promotion activities and motivate employees/members to make behavior changes. The content can also be used in your internal communications.

There are 160 handouts covering the following topics:
• Be Involved in Your Health Care
• Be Physically Active
• Manage Stress
• Be Safe
• Eat Wisely
• Strive for Healthy Weight
• Limit Alcohol
• Screenings & Immunizations
• Tobacco
• Prevent & Manage Health Problems
• Cold & Flu

#2168Lz

Only $299 per location/year
CareKits®
Big wellness value in a small package.

Each CareKit® contains a credit card size booklet & accompanying product(s). All housed in a 2 pocket vinyl sleeve. 24 pages. Size: 2-1/8" x 3-3/8".

**Cardiac CareKit®**
What can you do to survive a heart attack? Consult the Cardiac CareKit® for warning signs, action steps, CPR instructions and more. Also includes aspirin. #4500

**Cold & Flu CareKit®**
Determine which illness you have, how to treat it, and how to prevent it in the future. Includes acetaminophen. #4503

**Stress CareKit®**
Stay calm and in control. Stress CareKit® provides practical ideas to identify stressors and manage stress. Includes a thought zapper to eliminate negative, self-defeating thoughts. #4507

**First Aid CareKit®**
Be prepared for accidents with a guide to basic first aid. Includes adhesive bandages and an antiseptic towelette. #4501

**Healthy Travel CareKit®**
Handle jet lag, motion sickness and other travel issues like a pro. Includes a moist towelette and adhesive bandages. #4502

**HealthTracKit™**
Record weight, BMI, blood pressure, cholesterol, mammograms and other health tests, plus family history, medications and doctor visits, in one convenient place. #4505

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<td>100+</td>
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<td>Call</td>
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</table>

*Call for imprinting options. Add $.15 for CareKit® assembly. For Cardiac CareKits®: Subtract $.08/CareKit® for no aspirin.*

HealthyLife.com  800.345.2476  aipm@healthylife.com
Be Well Cards®
Deal Yourself a Healthy Hand

Perhaps the most entertaining and motivational wellness product ever! Each playing card in this regulation deck includes a different wellness activity and health tip.

Don't gamble with your health! Draw a card a day for 52 days of healthy fun. #4400

EACH SUIT ADDRESSES A DIFFERENT WELLNESS TOPIC:
• Spades - Stress
• Hearts - Fitness
• Clubs - Lifestyle
• Diamonds - Nutrition

Great for WELLNESS CHALLENGES OR INCENTIVES

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aipm@healthylife.com  HealthyLife.com  800.345.2476
Each INKformation® Pen has a banner that scrolls out producing valuable wellness information at the tip of your fingers – available when it’s needed the most.

**CHOOSE FROM 5 INKFORMATION® PENS:**
- Weight Control (#6302)
- Nutrition (#6304)
- Fitness (#6303)
- Well-Being (#6300)
- Stress Management (#6301)

Or let us design a custom INKformation® pen for you.

**INKformation® Pens**

The Most Unique Wellness Product Ever!

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Call for imprinting options.
Shower Cards

Breast & Testicular Self-Exam Shower Cards
Easy to read and understand. Printed on plastic, our shower cards are popular giveaways at health fairs and other wellness events.

<table>
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Call for imprinting options.
HealthyLife®
Communication Campaign

The easiest way to deliver quality wellness communications each and every month.

Each month your employees receive the following:
1) Posters (18”x24” or 11”x17”)  
2) TakeAway (8.5”x11”)  
3) Newsletters (8-pages)  
4) Videos (2-3 minutes)

Use our recommended monthly topics or pick your own.
January .......... Weight Control  
February ....... Manage Stress  
March .......... Dental Health  
April......... Nutrition  
May.......... Portion Control  
June.......... Financial Wellness  
July .............. Control Colesterol  
August ............ Get Active  
September........ Healthy Eating  
October ............ Healthy Sleep  
November........ Cold & Flu Defense  
December ........ Healthy Holidays

The easiest way to deliver quality wellness communications each and every month.

<table>
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<tr>
<th>HealthyLife® Communication Campaign</th>
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* Includes 1 set of posters for every 250 employees
• HealthShelf™ starter kits include 25 copies each of 4 different products
• 100 total products at a tremendous savings
• Ideal for health fairs, reference libraries, wellness displays
• Kits may include Permafolds®, Trackers®, Magnets, Booklets, Shower Cards, CareKits®, or CareCards™

**Nutrition HealthShelf™**
25 Healthy Eating Permafolds®
25 Weight Control Permafolds®
25 HealthyLife® Weigh Books
25 Healthy Eating Picture of Health™ Magnets
100 products plus display
#4410

**CHOOSE FROM THESE TOPIC AREAS:**
• Asthma (#4419)
• Diabetes (#4418)
• First Aid (#4416)
• Heart Health (#4411)
• Men’s Health (#4415)
• Nutrition (#4410)
• Safety (#4417)
• Stress (#4412)
• Wise Consumer (#4413)
• Women’s Health (#4414)

Or, let us custom develop a HealthShelf™ for you.

HealthShelf™ (100 products) - $139*
Double the Shelf (200 products) - $259*

* To imprint on the HealthShelf™ products, add $35 to the single shelf or $70 when you double the shelf.
BeWell ToolKits™

A Set of Handy Wellness Tools

Sample: Nutrition Toolkit
• Healthy Eating Permafold™
• Eating & Exercise Tracker
• Menus & Recipes Booklet

Combine our best selling products to form a BeWell ToolKit™ and save 60%

CHOOSE FROM 12 TOPIC AREAS:
(Call for product details.)
• Nutrition (#4420)
• Fitness (#4423)
• Stress (#4426)
• Women’s (#4429)
• Men’s (#4421)
• Cold & Flu (#4424)
• First Aid (#4427)
• Wise Consumer (#4430)
• Safety (#4422)
• Heart Health (#4425)
• Diabetes (#4428)
• Asthma (#4431)

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*Add the appropriate refrigerator magnet to each ToolKit for only $1.00 more (see above).
CareCards™

Doctor Q & A CareCard™
Get the most out of your doctor visits with this key questions checklist. Helps you accurately describe your symptoms – the biggest single factor in correct diagnosis. Size: 2 1/16” x 3 7/8”. #6201

Medication & Medical ID CareCard™
Record all prescription and OTC drug information in one convenient place. Helps identify medical conditions and drug allergies. Perfect to take to the doctor’s office. Size: 2 5/16” x 3 7/8”. #6202

Magnets

Health Screening Magnet
A chart of common health tests that reminds employees to get regular preventive care. Guidelines can be customized for your organization. Size: 3 1/4” x 8 1/2”. #2196

Emergency Magnet
This refrigerator magnet could save a life. Makes emergency phone numbers easy to find. Size: 2 1/2” x 3 1/2”. #2170

Picture Frame Magnets (3 magnets in 1)
An every-day reminder of wellness information and advice that doubles as a frame for personal photos or notes. Size: 5 3/4” x 7 3/4”.

TOPICS INCLUDE:
• Asthma (#4403)
• COPD (#4402)
• Diabetes (#4407)
• First Aid (#4404)
• Healthy Eating (#4405)
• Heart Health (#4408)
• Stress (#4406)

Call for imprinting options.

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Health Videos

Innovative e-product that engages employees

CareToon™ Videos
The whimsical animated adventures of Wellness Wizard and Hypochondri-Cat educate, motivate, and entertain your employees. Lighthearted 90-second clips address wellness topics including nutrition, fitness, tobacco cessation, stress management, weight loss and more. These practical and personal messages become memorable.

Post them on your website, send them in your email campaigns, or share them at meetings and health fairs. They’ll enhance the impact of your wellness program for just pennies a day. Customize your CareToons™ with special messages, announcements or your company’s logo. #3007z

VIEW SAMPLES AT
WWW.HEALTHYLIFE.COM/CARETOONS
$150/video/year

Zonya Health Videos
As one of America’s leading nutritionists and a motivating professional speaker, Zonya’s messages build positive changes for weight, diabetes, cholesterol, and stress management.

Pick and choose from 100 available titles.

VIEW SAMPLES AT
WWW.HEALTHYLIFE.COM/ZONYA

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<td>$95</td>
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Our 36 years of experience has given us the privilege to be a part of many great custom projects.

We can bring your ideas to life on any topic and in any of the following formats:
- Printed
- Electronic / Web
- Mobile

Contact us today to discuss your custom project.

“AIPM exceeded our expectations in product content, quality, and effectiveness as witnessed by the numerous times we receive unsolicited positive comments from our members!”

- Randy Stoughton, President; Compass Rose Benefits Group, Reston, VA

“By changing the Health at Home® icons to encourage people to call our nurse advice line, use of the service has increased. Your staff’s willingness to accommodate our special needs made the project an easy one.”

- Lucy Gilles-Khoury, Manager, Health Promotion, St. Mary’s Health Works, Madison, WI
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Written by Don R. Powell, Ph.D and the American Institute for Preventive Medicine

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Medical Self-Care Savings White Paper
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Self Care R.O.I. Analysis
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fax: 248.539.1808

email: aipm@healthylife.com

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