



# Where do vitamins fit in corporate wellbeing efforts?

Vous Vitamin Corporate Wellbeing Offering





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Vitamins are perhaps the most-glaring example of a product that can either be necessary or “dual-purpose.” Daily multivitamins are used to promote better health and well-being, but because there’s no specific health need or condition that is helped by using multivitamins, they fall outside the accepted qualifications for FSA- and HSA- eligibility. Is there a medical basis for needing a multivitamin? Sure - it’s for your health, after all. But promoting general well-being and treating a specific condition are two very different things in the eyes of the IRS. In the past, we’ve used toothbrushes and floss as a good comparison point for the vitamin debate, and it still holds up. Though we all know proper dental cleaning is necessary for all-around health and wellness, using a toothbrush and floss has not been identified as having a direct role in treating or solving the specific medical condition.



# Introducing the industry's first vitamin education and access program, brought to you by **Vous Vitamin**

Knowing which vitamins to take can be overwhelming, and Vous Vitamin is here to help. This novel corporate wellbeing program helps employees navigate the world of vitamins and simplify their daily vitamin routine, with no cost to the employer.

## For your valued colleagues...

...that want more support for their wellness routines

...with questions on vitamin topics

...looking to save money in a category typically not covered by insurance or FSA/HSA programs

...who find vitamin shopping confusing and overwhelming

...seeking convenience in their vitamin refills

...who are seeking to fortify their diets and food choices with balanced nutrition

# The benefits

## Increased savings

The average employee spends about \$465 annually on vitamins out of pocket\*, and they are not typically reimbursed by health insurance or FSA/HSA programs for daily vitamins. We enable the employer to deliver proprietary discount codes that make a high-quality, personalized multivitamin more affordable to their workforce.

## Access to the industry experts

We provide opportunities for special co-hosted webinars, presentations, and Q&A sessions from Dr. Romy Block, MD, and Dr. Arielle Levitan, MD. They are co-authors of the award-winning book, The Vitamin Solution, and experts on supplement science.

## Education

Vous Vitamin helps the employer set up a content program on vitamins and wellness, using our content library of 100+ articles on vitamin topics authored exclusively by board certified physicians.

## Easy implementation

Our program can easily be integrated into existing corporate wellness resources and vendor platforms.

## Zero cost to employers

Employees can choose to take advantage of the available resources and savings at their own discretion.

# Clear return on wellbeing for vitamins

## COVID-19 and Vitamin D

Recent studies have shown:

**Greater than 80%**  
**of hospitalized COVID-19 patients**  
were found to be Vitamin D deficient showing a potential correlation\*

**The relative risk of testing positive for COVID-19 is**

**1.77 greater**  
for those that are likely Vitamin D deficient compared to those that have sufficient levels of Vitamin D\*\*

## Respiratory illness\*\*\*

↓ **10% reduction**  
**in cold infection**  
50% reduction when  
Vitamin D deficient

↓ **27.2%**  
**of days lost**  
due to coughs and colds

↓ **93%**  
**of those with coughs and colds**  
report sleep difficulty

↓ **44.5%**  
**of those with colds and coughs**  
experience 1-2 days of absenteeism

## Additional impacts

Fatigue	Anxiety and stress	Chronic disease prevention	Migraines / Chronic Headaches
Hydration	Depression	Sleep	
Weight management	Focus		

# Why now?

In the era of COVID-19, the pursuit for innovative ways to keep employees engaged in wellness programs is more important than ever before. This program is a perfect perk for employees working at a distance. Vitamins are delivered right to your doorstep at the frequency you like.

A recent Kaiser Family Foundation poll found that over half (53%) of adults in the United States report that their mental health has been negatively impacted due to worry and stress over the virus.\* Nutrition and depression are intricately and undeniably linked, and that is where vitamins come in. Not only can vitamins help with stress and anxiety, but also with other health-related issues, including immunity, fatigue, and chronic headaches.

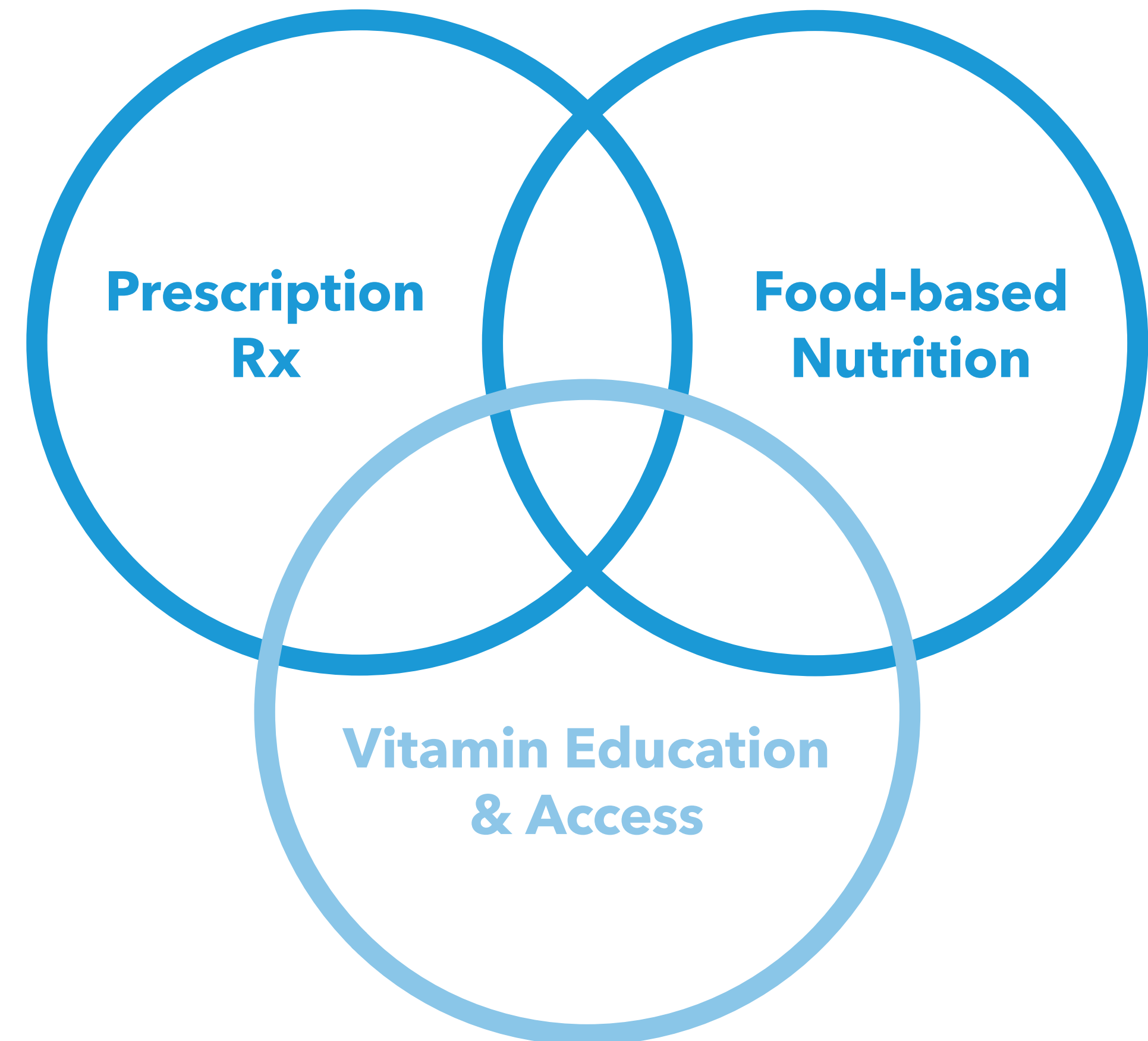
The entire world is adjusting to new work habits amidst the COVID-19, and we want your employees at peak performance. Vitamins are a great start to engaging in a healthier lifestyle. Building a personalized vitamin into your morning routine kicks off a schedule for improved health, wellness and productivity throughout the day.





# Why is it important?

Existing corporate wellbeing programs may address prescription drugs, but many times neglect over-the-counter supplements. They also may have components around food-based nutrition, but fail to address vitamins. Consumers are forced to navigate the retail landscape with limited education and professional support and spend their own financial resources, often without the assistance of health insurance or FSA/HSA reimbursement, on products that may not be aligned with their underlying health and lifestyle needs. We are here to provide the necessary assistance that employees desire and fill this gap in current programs.





# Why Vous Vitamin?

## Tailored to you

Our needs are unique. Vous Vitamin offers premium all-natural vitamin supplement products, customized to the health and lifestyle needs of each individual.

## Driven by research and expertise

Vous Vitamin's system is based on the research of Romy Block, MD, and Arielle Levitan, MD, co-founders of the brand, and is based on their decades of medical training and in-field expertise in Endocrinology, Metabolism, and Preventative Health. They have culled through the latest data and determined what is medically sound, safe, and useful to use.

## Designed to optimize health and performance

Our goal is to optimize productivity, and taking a vitamin is often a first step to broader healthy habits for adults.



# Content preview

Vitamins have been shown to positively impact a number of health issues. We are happy to share some of the strong evidence that underscores the benefits of vitamins. Here is some sample thinking from our blog that addresses questions that employees might have:

- Find out what our doctors have to say about the coronavirus outbreak: can vitamins help?
- How to find a vitamin regimen that works for you? Vous Vitamin co-founders and doctors tell you
- Why take a multivitamin? Is a daily vitamin necessary?
- A little stressed? What vitamins to take for anxiety
- What vitamins should I take for heart health?
- Vitamins for fatigue? Here's what to take and what not to take for energy
- How to get rid of migraines with vitamins: Vitamins for migraines really are a thing
- Trouble sleeping? Vitamins for insomnia

