

# new THE WELLNESS REVOLUTION

## Corporate Wellness

The field of corporate wellness fitness schemes for all employees, has just started to gain momentum. It's estimated that every sick day costs businesses an average of \$385 and one in 40 people do it daily in Australia. More than 50 per cent of us are guilty of it at some point. Those figures were calculated by Direct Health Solutions, a firm that specializes in workplace absenteeism. Similar statistics were identified by Price water house Coopers, which reckons absenteeism costs Australasian businesses \$17 billion a year.

The "Wellness Industry" is tackling one of the most profound issues of life, solving one of the few remaining mysteries of human existence—age and vitality—on which technology has yet to make its mark.

The sickness business is reactive. Despite its enormous size, people become customers only when they are stricken by and react to a specific condition or ailment. No one really wants to be a customer.

The wellness business is proactive. People voluntarily become customers—to feel healthier, to reduce the effects of aging, and to avoid becoming customers of the sickness business.

Become part of the Wellness Industry and Dramatically Increase Your Intake of Vitamin D to Boost Your Health Immunity.

Recent research has shown that adults need to dramatically increase their intake of vitamin D 3 – about 10 times more than previously thought – in order to boost immunity and reduce the risk of many diseases.



Corporate Wellness cuts employee "absenteeism" & boosts the bottom line.

**Ask for a FREE Vitamin D3 sample now\*.**  
**It may save you heaps.**

*Spread the news:  
Take more Vitamin D!!!  
Let people know that the research is in, and vitamin D is a remarkably safe "miracle" nutrient that nearly everyone needs to be supplementing.*

## It gets worse: 8 KEY POINTS

### ABOUT CORPORATE WELLNESS state:

- i. i. Chronic diseases and low fitness are costing NZ businesses a huge amount.
- ii. ii. Absenteeism, lower productivity and decreased performance cost \$1000– \$5000 per employee per year in NZ.
- iii. Deaths from chronic disease will increase 17% by 2017.
- iv. At work is a good place to start and support behavior change.
- v. The boss must be a participant – and they often benefit greatly.
- vi. Incentives are critical to the success of a corporate wellness program.
- vii. When people feel better, they work better, so productivity increases.
- viii. There is evidence that corporate wellness programs can produce at the least, a 3:1 Return on Investment.

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Practitioners of conventional medicine are just beginning to appreciate the true impact of vitamin D deficiency. Vitamin D is linked to benefitting many ailments, illnesses and diseases including some serious conditions. Some of those reported to benefits from Vitamin D include:

- 17 Types of Cancer
- Depression
- Diabetes
- Heart diseases
- Dementia
- Influenza
- Obesity

### #1. Corporate Wellness Programs Reduce Absenteeism

Data collected by the Australian bureau of statistics shows that absenteeism costs Australian employers billions of dollars each year. Furthermore, in 2005 a study by Medibank Private found that unhealthy employees take nine times more sick leave than healthy employees.



### #2. Corporate Wellness Programs Reduce Presenteeism

Presenteeism is more complicated than absenteeism, and more difficult to measure, because while employees may be turning up for work each day, their performance may be hampered by a range of physical (sickness) and mental health issues. It has been estimated that presenteeism costs companies up to four times as much as absenteeism through loss of productivity on the job.

\* Special conditions apply. We can only supply free sample to CEO's of companies of 10 employees or more. Smaller companies can obtain at wholesale price.

### #3. Corporate Wellness Programs Retain and Attract Talent

A further interesting statistic that came up in the same 2009 study showed that companies failing to manage health and wellness within their organization were 4 times more likely to lose talent over a 12 month period.

### Why nearly everyone in developed nations needs more vitamin D

Thanks in large part to remarkable research, it's now clear that informed, health-conscious people need to increase their vitamin D intake to something in the range of 4,000 IUs per day or more, especially during the winter months. It's the simplest way to cut risk of all diseases by around half.



Vitamin D expert, Dr Robert P. Heaney of Creighton University, said, "Now is the time for virtually everyone to take more vitamin D to help prevent some major types of cancer, several other serious illnesses, and fractures."



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