



## Connect Your Brand to the \$1.5T Global Mindfulness Meditation and Wellness Market



**Wellness and Colors™** is a new Mind-Body Intervention meditation in a mobile app and book, connecting you to the power of colors, to soothe or stimulate, for optimal emotional and physical well-being.

***It is Meditation Supercharged***

**Check out these statistics:**

- The global wellness market, **currently estimated at \$1.5T is predicted to grow at 5 – 10 percent annually** by McKinsey & Company, Ltd. (*Still feeling good: The US wellness market continues to boom*, Sept. 19, 2022, McKinsey Consumer & Retail Practice)
- **The global meditation market** is growing with a CAGR of 18% in the forecast period of 2022 – 2029 and is expected to reach \$20M from USD \$5M in 2022-2024 (meditation alone)
- **The Meditation and Mindfulness industry is worth \$1.7B in the US currently and is forecast to be valued at \$9B by 2027 (a subset of the global wellness industry.)**
- Connect with more than 6 million consumers in the United States alone who use the *two major meditation and mindfulness digital products* **CALM** and **HEADSPACE**.
- **CALM**, the #1 meditation app currently in the U.S., reported \$200M in revenue for 2020 and 4 million subscribers, while mindfulness app, **HEADSPACE**, reported \$150M in revenue for 2020 and 2 million subscribers.
- Major hospitals are now recognizing the benefits of optimizing the mind-body relationship.

**Weill Cornell Medicine** has an **Integrative Health and Wellbeing Program**, with meditation, mindfulness, breathing techniques and aromatherapy, among other alternative wellness tools.

<https://weillcornell.org/mind-body-instruction>.

**Wellness and Colors™** [wellnessandcolors.com](https://wellnessandcolors.com) [support@wellnessandcolors.com](mailto:support@wellnessandcolors.com)  
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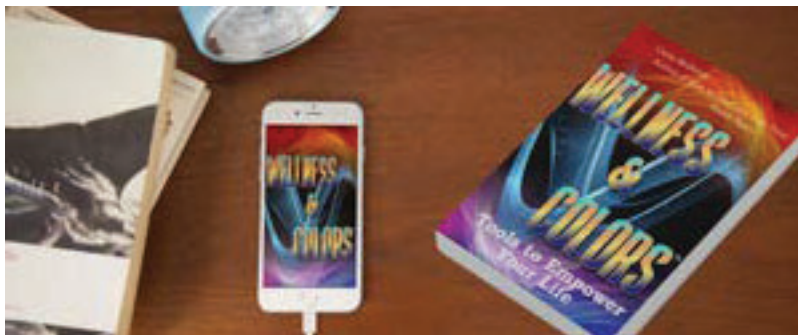
## How is **Wellness and Colors™** Different from the Other Meditation and Mindfulness Tools Out There?

Based on the science of light frequencies, **Wellness & Colors™** is a researched technique designed to harness the inherent power of color frequencies in a simple short meditation exercise, using sunlight or indoor full spectrum light, to temporarily soothe or stimulate and create balance on a daily basis.

The principles are currently in use in optics, homeopathy and alternative medicine to treat mental and physical disease. Testing is now in progress, across the United States.

### What People are Saying:

***"I managed to work on straightening my [office] clutter for 3 hours last night, even after taking a 45 minute break to eat after doing the exercise. It was wonderful and I plan on doing this again today BEFORE I'm wiped out!!!"***



**Lynda C., Oregon [Focus Meditation]**

**Wellness & Colors™** is designed to use daily and often, when there is no need for medical intervention. It can be used safely as a prevention or as a remedy, when life is temporarily out of balance.

## How can you get involved?

- Sponsorships to bring the most effective, researched, science-based digital meditation tools **using colors** to market.
- Sponsorships to create custom programs to fight burnout, PTSD, and other obstacles suffered by millions.
- Sponsorships to create custom employee mental wellness digital meditation tools.
- Sponsorships to add an effective new tool to the global meditation apps, currently on the market, based on an entirely different modality.

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- Sponsorships to create **color-based** mental health meditation tools for schools, workplaces, medical offices and hospitals—anywhere people struggle with everyday imbalances.
- Sponsorships for a seat at the table to give input and feedback about where to launch this tool and which population should have access, next.
- Sponsorships to demonstrate to shareholders, customers and employees your company is a **Wellness First Company** that cares about employees' mental wellness and mental wellness in general.

***When we balance ourselves, everyone benefits.***



**Contact our team NOW and make a plan to incorporate meditation innovation **Wellness and Colors™** into your portfolio. Call 505.226.1631 or email [carlam@wellnessandcolors.com](mailto:carlam@wellnessandcolors.com)**

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